

First Quarter 2016-2017

\$360K
Support
for
companies



123
Companies
Served



11
Companies
Created



67
jobs created

432
current FTEs

Jobs



766
Event
Attendees



**Funds
Raised**
\$36.5 M
investments & grants

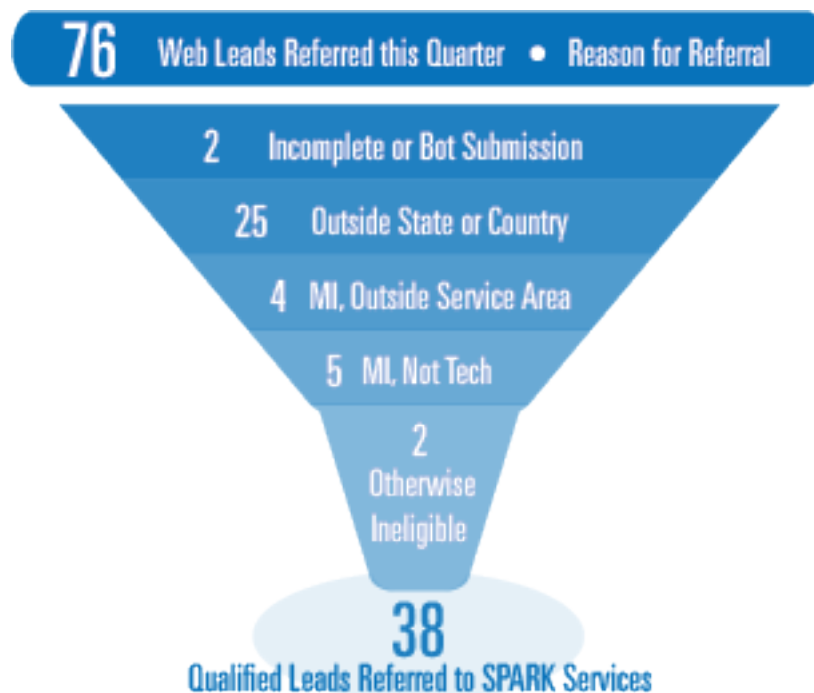
Ann Arbor SPARK works to advance the economy of the Ann Arbor region by establishing the area as a desired place for business expansion and location... by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations. For more information visit: www.annarborusa.org

SPARK@nn arbor usa

Ann Arbor-Ypsilanti Smart Zone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report • July 1, 2016 – September 30, 2016

Business Accelerator Intake – Phase I



Companies Created

The following 11 companies were created this quarter per the definition listed in the glossary:

Uniq ID	Company Description
7714	Customized Intelligence System - Intelligent Personal Assistants for Custom Applications.
7927	Mobile platform for connecting people with the same chronic conditions.
8047	Industrial Internet of Things software suite.
7917	Secure and private social media and communications platform.
8026	E-Commerce universal discount at point of purchase system.
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.
8132	DNA/bioinformatics analysis and collaboration platform.
8122	Platform for pharmacies and physicians' offices to source prescription drugs.
4432	Life Science research recruiting software.
8187	Disintermediated, app and web based, entity-to-entity trading platform for transportation services.
8088	Automated biomechanical analysis system anchored by advanced imaging technology.
Total (11 Companies)	

Work Accomplished

Number and identity of companies in each phase, plus relevant aspects of commercialization.

The following companies received Phase II Due Diligence:

Uniq ID	Company Description	FTEs	Billed Support
7714	Customized Intelligence System - Intelligent Personal Assistants for Custom Applications.	2	\$2,000
7957	Video on demand service for local sports.	1	\$100
Total (2 companies)		3	\$2,100

The following companies received Phase III support:

Uniq ID	Company Description	Project Description	FTEs	Billed Support
1282			4	\$3,000
	Technologies for integrated & standardized assessments of blood damage/red blood cells.	CEO search.		\$3,000
1646			2	\$25,350
	Software integrating patient data for billing and quality management; and a system to manage the use of drugs in patients.	Refresh the website and create new content. Develop a market strategy blue print, content offers, sales collateral, and integrate HubSpot CRM.		\$3,750 \$7,000 \$7,600 \$7,000
3151			3	\$693
	Wireless sensing, analysis and optimization of residential and commercial electricity use.	Patentability analysis, and domestic utility patent application.		\$693
3987			3	\$2,475
	Software for the debt collection industry and large companies with delinquent accounts.	Branding and UI design.		\$2,475
4228			15	\$1,125
	Advanced gamma ray detection and imaging devices based on wide band-gap semiconductor materials.	Strategic business consulting.		\$1,125
4432			2	\$10,948
	Life Science research recruiting software.	Trademark Registration. Drafting of TOS, university license negotiation. Evaluate the proposed HIPAA-compliant infrastructure. Create "Explainer" and "How to" videos for marketing and sales.		\$1,400 \$2,100 \$2,448 \$5,000

Uniq ID	Company Description	Project Description	FTEs	Billed Support
4519			7	\$11,700
	Platform giving independent app publishers technology for customized native ads and access to advertisers.	Sales plan, business development, lead generation plan, sales/partnership presentation materials, go-to-market plan prioritization.		\$1,950 \$4,550 \$5,200
4522			2	\$575
	Tissue Engineered Ligament replacement for dogs.	Operating, independent contractor, and unit restriction agreements.		\$575
4821			1.5	\$2,048
	Medical imaging platform for ophthalmologists.	3D design and print 10 PillCast enclosures for PCB. Electronic prototype development - deliver 10 functional prototypes.		\$375 \$1,673
5640			2.5	\$8,771
	Interactive tablet menu for restaurants.	Video Recording and production.		\$8,771
6535			2	\$19,010
	Solar energy customized solutions.	Marketing materials, technical specification development, and project development for overseas market opportunities. Develop GUI for network connectivity. Secure US pilot and develop new customer finance models. Assist with business development, and building sales team.		\$7,500 \$5,000 \$3,750 \$1,210 \$1,050 \$500
6545			2	\$15,878
	Software platform applies predictive analytics to strategic decisions regarding IP management.	IP protection, corporate conversion, initial commercial agreements. Foundational marketing plan. Penetration and remediation testing. Business development and sales operations consulting.		\$2,128 \$1,750 \$9,000 \$3,000
6835			9	\$10,000
	Combustion cycle and injection technology.	E-commerce site build.		\$10,000
7176			1.5	\$244
	Stair climbing wheelchair.	Write and file U.S. patent application to convert preexisting provisional patent application into non-provisional utility patent application.		\$156 \$88
7202			2	\$14,000
	Sports fandom competition, tracking and social media integration smart phone app.	Promotional video and investor pitch. Develop pricing models, point systems for teams, sponsors. Enhance functionality of app.		\$2,000 \$2,500 \$2,500 \$7,000

Uniq ID	Company Description	Project Description	FTEs	Billed Support
7336			9	\$2,333
	Supply chain software.	Custom graphics and icons for company decks, thought leadership pieces, and one-pagers.		\$1,333
		Website redesign.		\$1,000
7374			1	\$9,163
	Augmented reality app for immersive digital experiences based on children's books.	Models and animations for sales content.		\$1,600
		Modeling and animation for sample cards, graphic and visual design services.		\$563
		Sales sample book, sales video, user training guides and storyboards.		\$7,000
7440			2	\$8,500
	Joint brace that will lock and emit an electrical shock for use in police and military training.	Prototyping assistance.		\$3,500
		Utility patent application.		\$5,000
7448			5	\$19,200
	Private interactive 24-hour assistance to those with substance abuse disorders.	Packaging the coaching side of the platform.		\$4,800
				\$4,800
				\$4,800
				\$4,800
7484			6	\$5,000
	Products serving the legal ecosystem.	Website development.		\$5,000
7493			10.5	\$5,443
	HCIT product to help individuals define their purpose and manage their willpower to change their behavior.	Provisional patent application.		\$1,610
		Initial commercial agreements.		\$3,833
7531			5	\$3,950
	Lactation simulation model and a breastfeeding education app.	Six realistic computer generated animations.		\$750
				\$1,200
				\$500
		Needs assessment for the potential implementation of breastfeeding massage training program in Ethiopia.		\$500
				\$1,000
7614			3	\$6,000
	Patient transfer chair with a built in lateral system to move the patient from chair to bed without strain on hospital staff.	Regulatory pathway analysis.		\$6,000

Uniq ID	Company Description	Project Description	FTEs	Billed Support
7625			2	\$5,623
	An enzyme-linked immunosorbent assay (ELISA) used in technology for biological/biomedical research, pharmaceuticals, and clinics.	Finalizing plate design for commercialization.		\$2,135 \$2,400 \$1,088
7681			4	\$215
	High-purity silica from biogenic waste streams.	Financial and accounting system setup.		\$215
7694			1	\$10,000
	Automated management of actionable investment ideas.	Product messaging, sales and pitch decks. Porting desktop/web application to a mobile version.		\$5,000 \$5,000
7714			2	\$2,500
	Customized Intelligence System - Intelligent Personal Assistants for Custom Applications.	Sales, marketing, and business development assistance.		\$2,500
7728			4	\$11,200
				\$1,800 \$1,800 \$1,800 \$1,800
	Motion based simulator products, including racing and flight simulators.	Website design and development, SEO, SEM. Negotiating logistics relationships and putting systems in place.		\$4,000
7754			1	\$575
	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	Draft employment contracts.		\$575
7772			2	\$1,800
	Cloud computing that runs parallel libraries resulting in large speedup.	Key business development tasks. Value proposition, business plan, revenue model, and go-to-market model development. Support investor meetings as they come up. Develop IP strategy.		\$1,075 \$200 \$525
7815			1	\$9,940
	Online learning platform for contract lawyers.	Develop a sales and marketing plan.		\$2,440 \$2,320 \$3,280 \$1,900
7885			8	\$10,000
	Mobile and web based applications providing on-demand Lawn Care and Snow Removal services.	Privacy policy and terms of service documents. Legal services pertaining to seed round.		\$5,060 \$903 \$4,038

Uniq ID	Company Description	Project Description	FTEs	Billed Support
7886			3.5	\$2,100
	Career management and recruitment SaaS platform for professionals within the diversity community.	Business model verification, branding, sales process and metrics.		\$2,100
7888			2	\$1,892
	Device which clips onto strength training equipment and captures and interprets strength training data in real-time.	Website design, UI/UX, marketing collateral design.		\$1,056 \$836
7927			2	\$1,081
	Mobile platform for connecting people with the same chronic conditions.	Intellectual property matters.		\$1,081
7929			5	\$4,400
	Platform to enable people with dietary restrictions to discover places, recipes, and products that fit their lifestyle.	Platform Gamification, script development.		\$4,400
7938			1.5	\$10,000
	Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Visual identity system.		\$10,000
7940			2	\$6,200
	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	Prior art search, utility patent application.		\$6,200
7975			1	\$3,935
	Smartphone case with built-in wireless earbuds and 80% extra battery life.	Patent landscape search, provisional patent application.		\$3,935
7983			2	\$1,321
	Dementia-friendly public transportation services.	Review and revision of University of Michigan agreement.		\$1,321
7997			2	\$1,159
	Water bottle that can flip inside-out.	Design patent application.		\$1,159
8035			4	\$9,795
	IT/SW company combining VR and Platform-agnostic AV for commercial, industrial and military applications with precision payloads.	Training manual development. Website portal development. Collateral Material. Patentability search and assessment.		\$2,000 \$3,000 \$3,595 \$1,200
8081			4	\$4,013
	Clothes for small men.	Building and optimizing paid advertising strategy.		\$2,525 \$1,488
Total (43 Companies)			154	\$283,154

SPARK Central Innovation Center

Ground Floor – *Pre-Seed Stage*

Incubator clients are charged a license fee per seat, or person(s) using the space. Throughout the quarter, there have been a total of 12 companies occupying 20 of the 24 designated incubator seats. Exit dates may have passed as some clients have a month-to-month arrangement.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	12/1/15	8/1/16	5	7
7275	Online personal family assistant and organization / coordination tool.	1/1/15	2/28/17	1	4.5
7374	Augmented reality app for immersive digital experiences based on children's books.	2/1/15	9/30/16	1	1
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	8/1/15	1/31/16	1	2
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	7/1/16	1/1/17	1	2
7666	Platform to provide video conference for patient care by medical providers.	7/1/16	12/31/16	1	4.5
4791	Consolidated event planning and management software platform.	7/1/16	12/31/16	4	6.5
8026	E-Commerce universal discount at point of purchase system.	6/1/16	12/1/16	1	2
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	10/27/15	4/27/16	1	1
8134	Real Estate SaaS product.	8/1/16	12/31/16	1	3
7749	Visualization and marketing platform for the event industry.	2/21/16	8/31/16	2	2
7448	Private interactive 24-hour assistance to those with substance abuse disorders.	7/6/15	8/31/16	1	5
Total (12 Companies)				20	40.5

Third Floor – *Seed Stage*

The third floor incubator space is composed of a shared open office environment and two smaller offices complete with a kitchen, conference rooms, phone booths, and controlled entry. Due to the open layout of the space, clients are free to expand as needed while “seats” only correspond to their billed rate. This model is designed for a seed stage company building out their strategy, product, and team. There were three companies that occupied the space during this quarter.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
7696	SaaS claim analytics, administrative support and dashboard for retail insurance agents.	6/1/16	9/30/16	-	6.5
7336	Supply chain software.	11/16/15	11/15/16	15	9
Total (2 Companies)				15	15.5

Fourth Floor- *Growth Stage*

This 6000 square feet space is ideal for growth stage companies that are either grown in-house, or moving to the area. At full capacity, this workspace will seat over 60 people.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
4803	An intuitive integrated display that retrieves medical data.	4/25/16	10/25/16	3	3
8035	IT/SW company combining VR and Platform-agnostic AV for commercial, industrial and military applications with precision payloads.	5/15/16	11/16/16	1	4
8037	Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.	9/6/16	9/6/17	3	1
8116	Social Media listening and analysis software utilizing machine learning.	9/1/16	2/28/17	3	9
7988	Mobile app that facilitates trucking pick ups and deliveries by allowing facility access.	6/1/16	8/31/16	1	3
7341	Conversational IVR platform that combines voice, mobile messaging, and location based services.	2/1/16	7/31/16	2	2
7713	High accuracy high precision maps of road networks for use in autonomous driving vehicles.	1/15/16	7/15/16	2	1
8206	Personality testing insights for kids aged 7-13.	9/16/16	3/16/17	2	2
7681	High-purity silica from biogenic waste streams.	8/15/16	1/31/17	2	4
7692	Brain-computer interface for cognitive assessment.	4/25/16	8/31/16	3	5.5
7748	Proprietary Web-based reporting platform to build analytical, predictive reporting tools.	1/11/16	1/11/17	1	1
6835	Combustion cycle and injection technology.	5/1/16	11/1/16	5	9
8007	Bamboo composite materials.	6/1/16	11/30/16	1	3
5601	Digital content aggregation and distribution.	12/9/15	6/9/16	1	1
4472	An online platform that empowers college students to showcase their work and skills to employers.	9/8/15	3/8/16	4	13
3568	Software that monitors camera system performance on assembly lines.	3/23/16	9/23/16	9	9
Total (16 Companies)				43	70.5

Virtual Clients – *Investigative Stage, Misc. Stage, Community Partners*

The Virtual Client program at SPARK Central is ideal for those who need for drop-in co-working space and amenities at an affordable rate, with month-to-month terms. Some examples are the earliest “investigative stage” founders looking to network and validate their concept, companies at a later stage of growth who want to remain plugged into the core of the entrepreneurial community, or community partners who leverage the location and flexibility this option allows.

Uniq ID	Company Description	Start Date	Exit Date	FTEs
6635	A VIP lead generation service for the disaster restoration industry.	11/1/14	1/1/16	3
7143	Games to discover the rules of organic chemistry.	1/1/16	1/31/17	1
4132	A medical device for the field of histology that automates a process used in tissue diagnostics.	8/1/16	1/1/17	5
8133	Virtual Private Networking as a Service.	8/1/16	1/1/17	3
7667	Precise gene editing for the development of human disease models, as well as regenerative medicine.	9/1/15	8/31/16	2
8001	Radiation measurement and display enabled by modern technologies.	7/19/16	1/18/17	1.5
8060	Renewable electric generation system for large trucks: converts the kinetic energy of a moving vehicle into electricity.	7/1/16	1/1/17	6
1282	Technologies for integrated & standardized assessments of blood damage/red blood cells.	7/1/10	3/31/16	4
7943	COPPA compliant family organization and security application for families with children under age 13.	3/14/16	9/14/16	1
7830	Promotes employment and social enterprise in the state’s most distressed urban areas.	12/10/15	6/10/16	1
7362	Digital content marketplace and book sourced content provider.	1/21/15	7/1/16	8
338	Information and news aggregator and filter.	7/1/10	7/1/16	1
7651	Services to help students take action on their passions and interests.	5/1/16	11/30/16	1
7886	Career management and recruitment SaaS platform for professionals within the diversity community.	5/1/16	10/27/16	3.5
7046	Electronics based metering and power line communication.	4/1/14	1/1/16	1
7728	Motion based simulator products, including racing and flight simulators.	10/15/15	10/31/16	4
7975	Smartphone case with built-in wireless earbuds and 80% extra battery life.	4/6/16	10/6/16	1
7927	Mobile platform for connecting people with the same chronic conditions.	8/10/16	12/31/16	2
2679	Development of therapies for treatment of bone-related conditions in animals.	6/15/15	6/30/16	3
6356	A new marketing-based, platform-agnostic, real-time media alert solution.	2/1/13	12/31/16	1
7940	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	5/10/16	11/10/16	2
7466	App for helping millennials create savings plans with banks.	3/1/15	12/31/16	6

Uniq ID	Company Description	Start Date	Exit Date	FTEs
3221	Advanced software solutions for sewer modeling to municipalities and engineering consultants.	3/1/12	1/1/16	4
8047	Industrial Internet of Things software suite.	9/1/16	9/1/17	1
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	9/19/16	3/19/17	3
7153	Brain Imaging Service for development of medications or devices for the central nervous system.	7/1/14	6/30/17	1
7747	Help experts with differentiated value proposition to commercialize and monetize their IP.	10/20/15	4/30/16	1
5557	Digital Marketing Intelligence.	7/1/12	6/30/16	4
8028	Online platform for Festivals, vendors and attendees to share data and ideas.	9/16/16	3/16/17	2
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions.	5/13/11	1/1/16	2.5
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	8/1/16	1/31/17	2
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	2
3637	Therapeutic for treatment of retinal diseases.	8/1/13	12/31/16	4
2821	Firmware app for collecting/analyzing multiple patient parameters in a real time ICU.	9/1/10	3/31/16	3
7254	SaaS offering that formalizes the business impact / risk analysis processes.	10/1/15	9/30/16	4
7752	SMB Analytics and Innovative Mobile Consumer/Business Interaction.	11/2/15	4/30/16	3
7924	Educational music app for classical musicians; providing the orchestral accompaniment to any solo piece.	5/1/16	12/1/16	2
7777	SaaS enabled ride-sharing platform.	5/1/16	10/31/16	14
8088	Automated biomechanical analysis system anchored by advanced imaging technology.	7/1/16	12/31/16	7
Total (39 Companies)				120.5

Hosted Networking and Educational Events

This quarter's events are broken down by month in the following tables. All event took place at the SPARK Central Innovation Center unless otherwise noted. In total, 766 people attended events, 600 of whom were entrepreneurs.

July

Event Name	Date	Approximate # of Attendees		Purpose of Event
		Entrepreneurs	Total Attendees	
TechStarters	7/21/16	40	40	Monthly Networking event
R Meetup	7/14/16	40	40	R User group meetup
FinTech Meetup	7/20/16	20	20	FinTech Meetup
Selling Smart	7/6/16	35	35	Speakers: Joe Marr, Sandler Training - Ann Arbor; Maya Adrine, Golden International Limousine; Greg Peters, The Reluctant Networker and Spencer Marr, Sandler Sales Training - Ann Arbor. /Description: The Selling Smart Series is held the first Wednesday each month and includes an hour of practice selling, followed by an hour presentation on a different sales topic.
Total (4 Events)		135	135	

August

Event Name	Date	Approximate # of Attendees		Purpose of Event
		Entrepreneurs	Total Attendees	
EMU CDE Celebration	8/17/16	32	32	Graduation Celebration for interns that participated in the CDE program
NetCapital Fireside Chat	8/23/16	45	45	Speakers will be discussing raising equity capital using crowdfunding and John Fanning's notable memories of the early days of Music Streaming Services.
R Meetup	8/10/16	38	38	R User group meetup
FinTech Meetup	8/24/16	25	25	FinTech Meetup
A2UX Meetup	8/29/16	27	27	A2UX Meetup
Selling Smart	8/3/16	12	12	Speakers: Joe Marr, Sandler Training - Ann Arbor; Maya Adrine, Golden International Limousine; Greg Peters, The Reluctant Networker and Spencer Marr, Sandler Sales Training - Ann Arbor. /Description: The Selling Smart Series is held the first Wednesday each month and includes an hour of practice selling, followed by an hour presentation on a different sales topic.
Total (6 Events)		179	179	

September

Event Name	Date	Approximate # of Attendees		Purpose of Event
		Entrepreneurs	Total Attendees	
TechStarters (@ Pillar Technology)	12-Sep	55	55	Monthly networking event for startup community / invoice for space and food
Mobility Meetup Planning	9/20/16		9	Planning a Mobility Meetup
Amy Cell Talent Mixer	9/29/16	45	45	Talent mixer for job seekers and employers
Concentrate Media RoundTable	9/28/16	15	15	Concentrate learning more about startups at Central
TechStarters: Tech Tailgate (@ Hook Logic)	9/17/16		65	Monthly networking event for startup community
Digital Workforce Summitt	9/23/16	35	35	Training the 21st century digital marketing workforce
BioArbor	9/14/16		92	BioArbor, an entirely volunteer run organization, hosts educational networking events for the life sciences industry in the greater Ann Arbor area.
Selling Smart	9/7/16	18	18	The Selling Smart Series is held the first Wednesday each month and includes an hour of practice selling, followed by an hour presentation on a different sales topic.
Spark.ed Tom Simon	9/14/16	8	8	Spark.ed is a workshop for early stage entrepreneurs
Spark.ed Disher Design	9/21/16	10	10	Spark.ed is a workshop for early stage entrepreneurs
Spark.ed Ted Dacko	9/28/16	20	20	Spark.ed is a workshop for early stage entrepreneurs
R Meetup	9/13/16	55	55	R User group meetup
NLP Meetup (@ multiple locations)	9/22/16	25	25	Naational Language Processing meetup
Total (13 Events)		286	452	

Microloans

As of 9/30/16

L DFA Funds received	\$1,050,000
Microloans Disbursed	\$(1,448,461)
Repayments	\$468,540
Misc. Expenses	\$(6,056)
Bank Balance	\$72,421

Number of Loans to Date	Total Value of Loans Provided to Date	# Of Loans Written Off in Full	# Of Loans Partially Written Off	Value of Loans Written Off – Including Interest	Loans Paid Back in Full	Partial Payments of Loans	Loan Amount Repaid to Date – Including Interest
43	\$1,448,461	10	3	\$416,221	7	10	\$476,940

Microloan Notes:

- Total loans due total \$967,902, including interest accrued through 12/31/2015.
- Amount available to lend is \$72,421.
- Total current FTE for microloan companies: 127.
- Jobs retained during the term of the loans: 93, net jobs created: 34.
- During this contract quarter there were 4 loan applicants (3 approved)
- 1 loan was denied
- No loans were approved for disbursement for the following quarter, to date.

Loans disbursed this quarter:

Uniq ID	Company Description	Use of Funds	Debt at Cost
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	Legal trade show attendance and other sales and marketing needs.	\$25,000
7374	Augmented reality app for immersive digital experiences based on children's books.	Hire modelers, animators, engineers to create more saleable content.	\$25,000
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	Scale lead generation and sales activities.	\$25,000
Total (3 Companies)			\$75,000

Internship & Entrepreneur-In-Residence Programs

Entrepreneur-In-Residence Program

This quarter, three companies utilized the entrepreneur-in-residence program. This program is designed to attract and retain C-level individuals in the community by leveraging their talent and experience to add substantial value to client companies.

Uniq ID	Company Description	Billed Support	FTEs
5640	Interactive tablet menu for restaurants.	\$2,438	2.5
7448	Private interactive 24-hour assistance to those with substance abuse disorders.	\$6,000	5
8041	Proprietary process for joining of dissimilar materials (aluminum-to-advanced high strength steel).	\$4,250	3
Total (3 Companies)		\$12,688	10.5

Intern Program

The Ann Arbor SPARK internship program provides up to \$3000 of matching funds to a qualified, growing company to support a three-month intern. This frees up additional funds for other purposes and provides a de-risked way to try out a potential permanent addition to the team - an opportunity that is invaluable during the pivotal period of initial hires. Often the talent is retained at the company after the matched period ends. Special consideration is given to applicants who are considering moving to Ann Arbor from another tech hub, or have skillsets in high demand. While originally conceived as a summer program, it continues to meet the needs of startups year round.

Uniq ID	Company Description	Billed Support	FTEs
4471	Software that optimizes reward program participants' behaviors.	\$6,440	7
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each-other.	\$614	3
6287	Quantitative multiplexed protein biomarker analysis kits and services.	\$4,547	3.5
6800	Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.	\$6,154	1
7374	Augmented reality app for immersive digital experiences based on children's books.	\$1,360	1
7448	Private interactive 24-hour assistance to those with substance abuse disorders.	\$1,582	5
7538	Clock generator technology for the microprocessor market.	\$4,560	5
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	\$1,500	2
7777	SaaS enabled ride-sharing platform.	\$2,974	14
7885	Mobile and web based applications providing on-demand Lawn Care and Snow Removal services.	\$3,945	8
8026	E-Commerce universal discount at point of purchase system.	\$5,962	2
8050	Employee engagement SaaS app.	\$2,730	4
Total (12 Companies)		\$42,366	55.5

Digital Engagement Clinic

Ten Ann Arbor startups received a digital marketing boost through a collaborative program between Ann Arbor SPARK and Eastern Michigan University's Center for Digital Engagement (CDE). The Digital Engagement Clinic matched 19 undergraduates and recent graduate interns with Ann Arbor SPARK clients to accelerate the startups' digital marketing efforts. The startups received hands-on digital marketing, and clinic interns received valuable work experience that built their resumes. The program kicked off mid-June and will run into mid-August.

Uniq ID	Company Description	Billed Support	FTEs
2752	Entry-level neurophysiology (brain signal recording) kits for students to learn about the brain.	\$1,275	10
3476	Solid state lighting combining organic and inorganic materials, that mimics sunlight; less costly than other LEDs.	\$1,530	5
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	\$2,033	7
4586	Heat technology generates nonelectric, reusable heat on demand.	\$2,610	7
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each-other.	\$1,571	3
6522	Development and implementation of online negotiation systems for courts and constituents.	\$1,365	7
7336	Supply chain software.	\$1,500	9
7362	Digital content marketplace and book sourced content provider.	\$2,273	8
7448	Private interactive 24-hour assistance to those with substance abuse disorders.	\$1,007	5
7885	Mobile and web based applications providing on-demand Lawn Care and Snow Removal services.	\$1,328	8
Total (10 Companies)		\$16,491	69

Capital Raised

Capital transactions reported this quarter are more numerous than other quarters due to the inclusion of data captured by the annual survey. The following table lists transactions reported by companies previously served by LDFA funded programs:

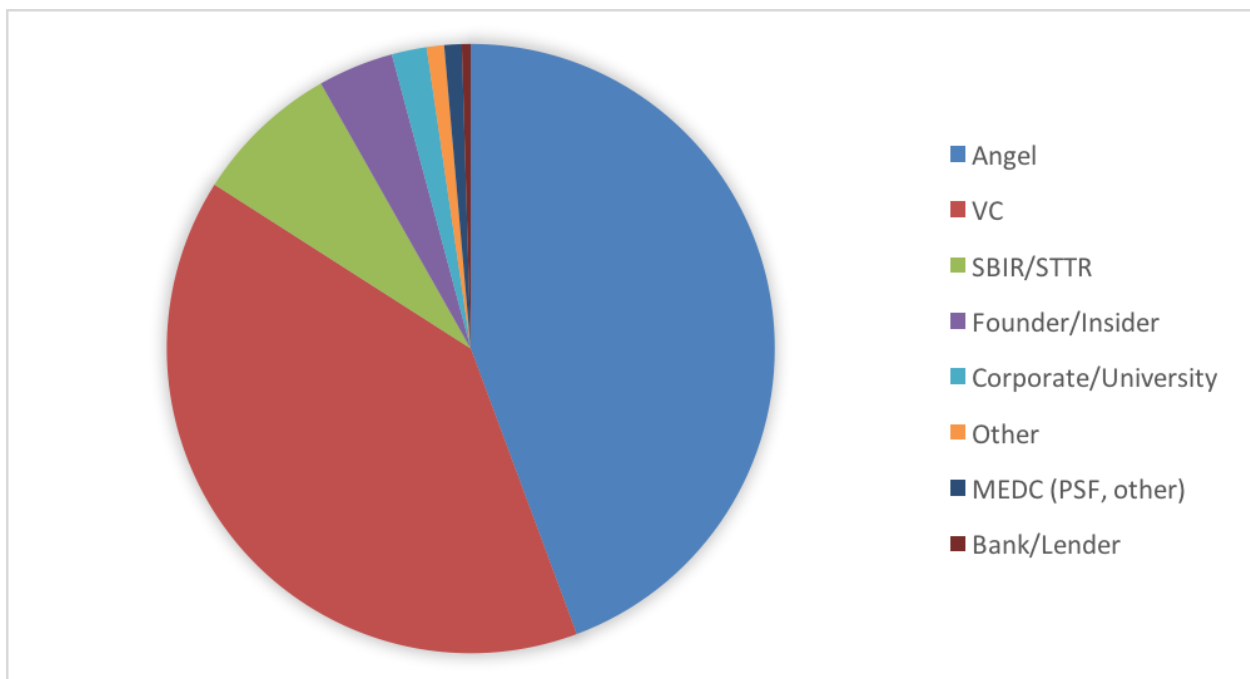
Uniq ID	Company Description	Transaction Details, if Available.	Amount
Venture Capital:			\$15,115,000
1848	Glucose monitor that recommends dosage adjustments for improved glycemic control	-	\$5,500,000
3637	Therapeutic for treatment of retinal diseases.	BlueWater Angels, Santen Pharmaceuticals, RBV Capital, high net worth individuals.	\$6,500,000
7885	Mobile and web based applications providing on-demand Lawn Care and Snow Removal services.	Seed funding round, led by Sierra Wasatch Capital. Other participants included Canyon Creek Capital, Briggs and Stratton and Sequoia Capital's scout program.	\$1,000,000
6947	Malware detection software.	Convertible note round with angels and VCs.	\$900,000
6918	Quenched magnetic nanocolloids.	-	\$75,000
7448	Private interactive 24-hour assistance to those with substance abuse disorders.	Montage Capital, Lux Capital, Invest Detroit, Start Garden	\$1,090,000
7362	Digital content marketplace and book sourced content provider.	Zell Lurie Commercialization Fund	\$50,000
Angel:			\$16,873,000
7888	Device which clips onto strength training equipment and captures and interprets strength training data in real-time.	-	\$75,000
404	Fuel-less production of electricity by manipulation of flux from magnets	-	\$1,000,000
7681	High-purity silica from biogenic waste streams.	-	\$300,000
4167	An intubation device that is easy-to-use and improves first-pass success rates for inexperienced practitioners.	physicians holding group	\$150,000
8041	Proprietary process for joining of dissimilar materials (aluminum-to-advanced high strength steel).	-	\$300,000
7692	Brain-computer interface for cognitive assessment.	-	\$10,000
7493	HCIT product to help individuals define their purpose and manage their willpower to change their behavior.	-	\$1,055,000
6354	Mobile vending of concessions.	CNM Capital	\$75,000
7829	Minimize or eliminate inherent noise in the stock market, allow for truer stock market movements without bias.	-	\$700,000
7362	Digital content marketplace and book sourced content provider.	-	\$500,000

Uniq ID	Company Description	Transaction Details, if Available.	Amount
7362	Digital content marketplace and book sourced content provider.	ContentOro, Inc	\$750,000
6834	Developer and manufacturer of high-resolution sensors used for near real-time diagnostics in food pathogen testing.	-	\$250,000
6834	Developer and manufacturer of high-resolution sensors used for near real-time diagnostics in food pathogen testing.	-	\$225,000
4471	Software that optimizes reward program participants' behaviors.	North Coast, Michigan Angel Fund, Blue Water Angel	\$284,000
6820	Management of compliance throughout a patented certificate/Proof-of-Insurance lifecycle.	-	\$125,000
4115	Predictive logistics and transportation algorithm company developing SaaS products and integrable web services.	-	\$8,000
4115	Predictive logistics and transportation algorithm company developing SaaS products and integrable web services.	-	\$8,000
4115	Predictive logistics and transportation algorithm company developing SaaS products and integrable web services.	-	\$3,000
7466	App for helping millenials create savings plans with banks.	Convertible note with current and new investors.	\$315,000
7466	App for helping millenials create savings plans with banks.	-	\$30,000
7625	An enzyme-linked immunosorbent assay (ELISA) used in technology for biological/biomedical research, pharmaceuticals, and clinics.	-	\$1,500,000
3045	Software and business management services connecting buyers and sellers with shorter, transparent supply chains.	Convertible debt round.	\$450,000
7117	Data processing algorithms and curated genetic database software as a service.	-	\$450,000
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	-	\$450,000
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	-	\$130,000
6867	Waste grinder and high-pressure waste micronizer, reducing the particle size of food waste making it highly digestible to bacteria.	-	\$300,000
6867	Waste grinder and high-pressure waste micronizer, reducing the particle size of food waste making it highly digestible to bacteria.	-	\$100,000
7612	Animal health solutions for the companion animal markets and the veterinarians that provide care to these	-	\$7,000,000

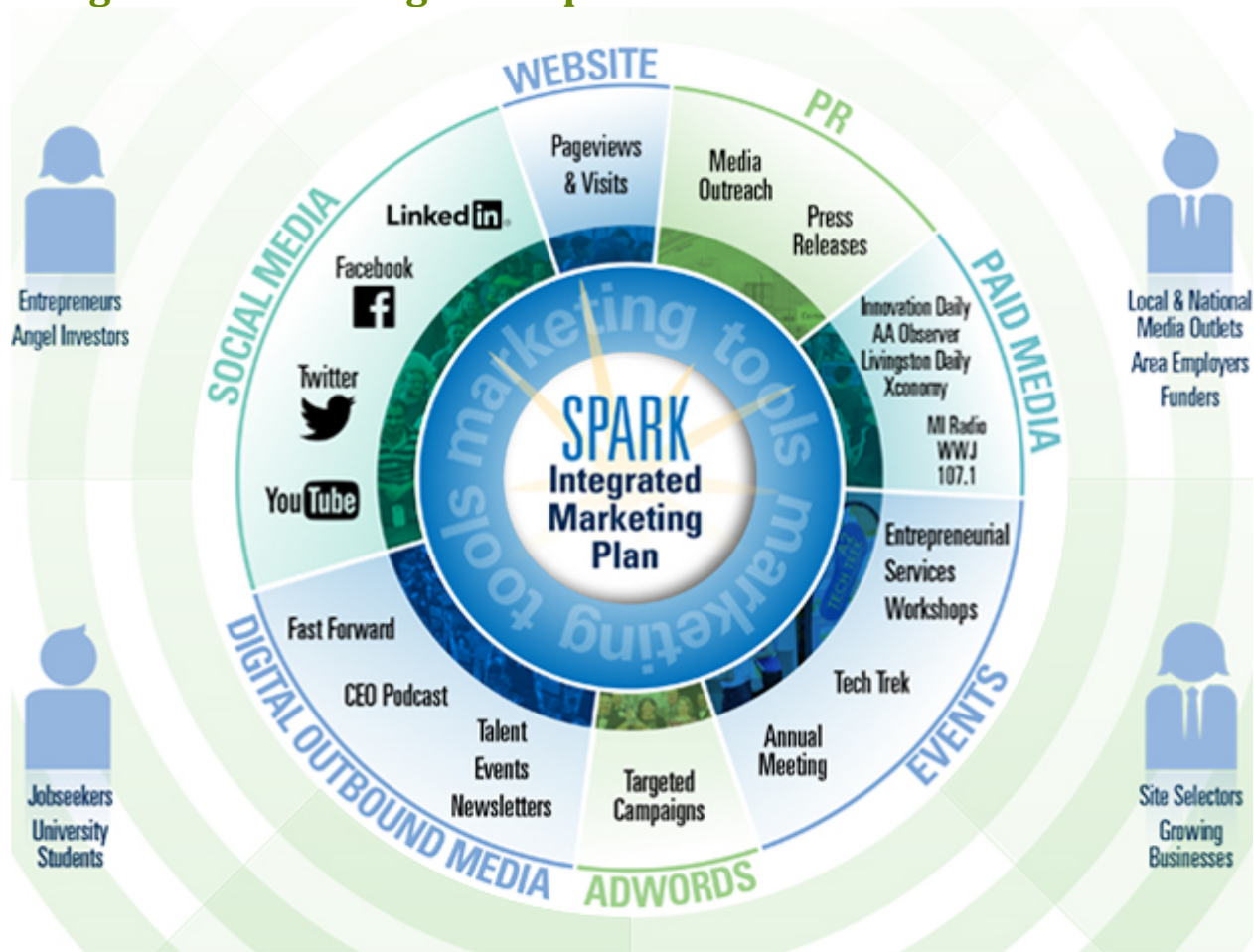
Uniq ID	Company Description	Transaction Details, if Available.	Amount
	markets.		
7728	Motion based simulator products, including racing and flight simulators.	-	\$50,000
7728	Motion based simulator products, including racing and flight simulators.	-	\$250,000
7777	SaaS enabled ride-sharing platform.	Clean Energy Trust	\$30,000
SBIR/STTR:			\$2,950,000
1852	Low cost, high performance supercapacitors and high power batteries for inner city transportation.	NSF Phase IIB	\$500,000
4790	Technology to support small scale waste-to-energy systems based on anaerobic digestion	USDA	\$100,000
4522	Tissue Engineered Ligament replacement for dogs.	-	\$225,000
6947	Malware detection software.	National Science Foundation	\$750,000
6918	Quenched magnetic nanocolloids.	National Science Foundation	\$30,000
4174	Creator of a conducting polymer	National Science Foundation	\$225,000
2965	Tools to assist patent litigators in directing the technical evaluation of life sciences products.	National Institute of Health	\$225,000
2965	Tools to assist patent litigators in directing the technical evaluation of life sciences products.	National Cancer Institute	\$20,000
4228	Advanced gamma ray detection and imaging devices based on wide band-gap semiconductor materials.	National Institute of Health	\$875,000
Bank/Lender:			\$180,000
6535	Solar energy customized solutions.		\$35,000
4228	Advanced gamma ray detection and imaging devices based on wide band-gap semiconductor materials.	Chase Bank	\$100,000
2323	New concept knee orthosis/brace for immediate relief of pain, increased mobility and rehabilitate by wearing during weight bearing activity for patellofemoral syndrome or runner's knee	-	\$40,000
6287	Quantitative multiplexed protein biomarker analysis kits and services.	BOAA	\$5,000
MEDC (PSF, other):			\$352,000
6535	Solar energy customized solutions.	Michigan Energy Office	\$37,000
6834	Developer and manufacturer of high-resolution sensors used for near real-time diagnostics in food pathogen testing.	Invest Michigan	\$50,000
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	-	\$100,000

Uniq ID	Company Description	Transaction Details, if Available.	Amount
4228	Advanced gamma ray detection and imaging devices based on wide band-gap semiconductor materials.	MI-ETF SBIR Matching Funds	\$125,000
6287	Quantitative multiplexed protein biomarker analysis kits and services.	MEDC ETF 1stv tranche	\$40,000
Founder/Insider:			\$1,529,402
6535	Solar energy customized solutions.	-	\$10,000
7201	Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	-	\$15,000
7997	Water bottle that can flip inside-out.	Family	\$25,000
7275	Online personal family assistant and organization / coordination tool.	-	\$240,000
4432	Life Science research recruiting software.	-	\$10,000
7202	Sports fandom competition, tracking and social media integration smart phone app.	-	\$11,402
7202	Sports fandom competition, tracking and social media integration smart phone app.	Family	\$50,000
1286	Ocular diagnostics for metabolic diseases	-	\$150,000
2679	Development of therapies for treatment of bone-related conditions in animals.	Founder	\$5,000
7666	Platform to provide video conference for patient care by medical providers.	-	\$500,000
6867	Waste grinder and high-pressure waste micronizer, reducing the particle size of food waste making it highly digestible to bacteria.	-	\$110,000
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	-	\$43,000
1796	Internet-based medical records service.	Founder	\$60,000
8007	Bamboo composite materials.	-	\$300,000
Corporate/University:			\$708,300
7796	Mobile game developer.	Michigan Business Challenge	\$20,000
7614	Patient transfer chair with a built in lateral system to move the patient from chair to bed without strain on hospital staff.	Michigan Business Competition & Jump Start Grant	\$7,500
7927	Mobile platform for connecting people with the same chronic conditions.	optiMize	\$7,000
7927	Mobile platform for connecting people with the same chronic conditions.	University of Michigan SPH	\$5,000
7997	Water bottle that can flip inside-out.	Macomb OU Inc Innovation Fund	\$25,000
4432	Life Science research recruiting software.	NewFoundry provided 500K in in-kind services to co	\$500,000

Uniq ID	Company Description	Transaction Details, if Available.	Amount
7440	Joint brace that will lock and emit an electrical shock for use in police and military training.	University of Michigan	\$7,500
4438	Computer software that identifies disease biomarkers from high throughput expression data	Hyundai	\$2,000
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each-other.	Macomb Innovation Fund	\$80,000
6287	Quantitative multiplexed protein biomarker analysis kits and services.	MCC Chase Innovation Fund	\$50,000
7924	Educational music app for classical musicians; providing the orchestral accompaniment to any solo piece.	University of Michigan	\$4,300
Other:			\$353,000
7796	Mobile game developer.	-	\$25,000
7796	Mobile game developer.	-	\$10,000
3368	SaaS model software to help companies find and access grants, and collaborate.	-	\$250,000
4965	Vaccination awareness activities for children museums.	-	\$50,000
4438	Computer software that identifies disease biomarkers from high throughput expression data	-	\$8,000
8035	IT/SW company combining VR and Platform-agnostic AV for commercial, industrial and military applications with precision payloads.	-	\$10,000
Total			\$36,531,300



Integrated Marketing Plan Update



Metric	Actual	Goal	Percent	Rationale for Annual Goal
Average Newsletter Open Rate*	20%	20%	On Target	Beat industry standard (18%) by 2%. *Not cumulative
Entrepreneurial Services Webpage Views	27,543	56,211	47%	Increase Page Views to ES by 3,000 annually above 2013-2014 fiscal year.
Webpage Visits by Ann Arbor Residents	16,833	74,072	23%	Increase visits to the website from Ann Arbor overall by 5,000 annually over 2013-2014 fiscal year.
Social Media Referrals	1,905	4,297	44%	Increase visits from Ann Arbor to website from social media by 500 visits above 2013-2014 fiscal year.
Video Views	2,054	5,506	37%	Increase video plays from Michigan by 500 annually above 2013-2014 fiscal year.
PR Views & Hits	12,204	25,000	49%	Increased mentions of Ann Arbor startups in local, regional, and national news publications.

*Due to a change in PR vendors we have taken the opportunity to track views and hits of releases highlighting Ann Arbor companies and activity. This change coincides with the start of the second quarter so our yearly goal is created from a nine-month trend line based on that quarter.

Methodology

Ann Arbor SPARK collects and reports data from its clients over and above what is required by the contract. Salesforce.com is employed as our Customer Relationship Management system to record company data. Information about all companies is gathered through several methods as described below. Ann Arbor SPARK continues to refine procedures to capture, store, and report data more efficiently, accurately and timely.

Initial Data Entry

A procedure was implemented in late 2008 requiring all entrepreneurs requesting assistance of Ann Arbor SPARK for Business Acceleration services, Incubator space or Boot Camp to fill out an online form which could be accessed through the SPARK website. Basic information including name, address, phone, email and brief description of company are required. This information is automatically fed into Salesforce. An effort is made to connect with all inquiries within 48 hours. In an initial communication, additional data gathered by SPARK personnel determines if the entrepreneur meets minimum criteria to warrant further discussion and assistance. At that time, a better description is captured of the applicant's needs.

Retained FTEs

We capture the number of FTEs that a company had at the start of an engagement of any kind. This number becomes our retained jobs number and is not altered. However, for reporting purposes it is possible the retained jobs number can change for a company if that company takes advantage of multiple services and their FTE count changes between those services. For example, when a team attends Boot Camp there may be only one FTE: the entrepreneur. When that team returns for Business Accelerator services there may be additional FTEs: co-founders or initial hires. When reports are generated on Boot Camp attendees the team's retained FTE number would be one. When reporting on Business Accelerator clients, the retained FTEs would be more than one.

Current FTEs

Throughout the year 'current jobs' is collected from entrepreneurs through three methods. When SPARK staff meet with entrepreneurs FTE updates are gathered and recorded in the CRM system. Starting midway through this contract year, written documentation is being obtained from every company at the start of each engagement. This document is attached to their file to corroborate the FTE count listed as start of engagement.

Annual Survey

All current and former clients are surveyed annually using Clicktools: an online survey tool that synchronizes with Salesforce. Our survey asks for data including current employment and other vital company information. Unfortunately, the response to our surveys has been less than 100%. The response rates for each of the four areas are listed in each section. If an entrepreneur sends SPARK data via the survey that does not pass a visual inspection they are contacted and asked to verify the data. If an adjustment is made to the CRM data, written documentation from the entrepreneur is attached to the file.

Jobs Created

New FTEs or "Jobs Created" are calculated by subtracting the retained jobs for the particular service we provided from the current job count, which gives us the added jobs since that particular engagement started.

Software

During this quarter, the software line in our budget was used in the following ways:

1. **In4Grants:** \$3,750 – Quarterly payment. Grant research, application, and coordination software available to all incubator and accelerator clients for free.
2. **Clicktools:** \$1,497 – Online survey creation and distribution apparatus which automatically inputs responses into our CRM. This is the instrument we use to conduct the annual survey.

Glossary

In an effort to reduce unnecessary complication, SPARK and the LDFA keep definitions of terms consistent with MEDC. Included for reference are applicable definitions provided by the MEDC:

Companies Served

The number of tech companies that contractor provided services to; including accelerator grants, incubator space, mentoring, consulting, training, etc.

Full-Time Equivalent

All W2 employees and full time workers compensated in equity. All part time employees count as 0.5 FTE. Interns and independent contractors (1099) are not included in this definition.

Jobs Created

Number of jobs created by the companies that contractor served or are incubator clients; does not include contract positions, only full-time equivalents.

Jobs Retained

Number of jobs retained by the companies that contractor served or are incubator clients; does not include contract positions. Basically includes the number of positions or employees at the companies that have been retained because of the funding from the incubator or because of the services that the incubator provided.

New Companies Created

Number of new companies created as a result of contractor's involvement. Companies can be defined as sole proprietorship, LLC, Corp, etc. Involvement can mean: 1) contractor provided services or funding to the company, 2) the company is located in contractor's incubator, 3) the company is a university spin-out, 4) contractor spoke with the newly formed company and provided them help with the next steps in building his/her company for example other resources, training classes, etc., or 5) contractor spoke with the CEO/CTO prior to the company formation. A company is only counted as 'new' if it is incorporated within the subsequent 12 months of the service provided.

Tech Company

A business in which research and development brings forth an innovative product or process. The innovation typically involves intellectual property that contributes to a strong competitive advantage in the marketplace, and serves as a foundation for a high rate of growth.