LDFA REPORT 2018 – 2019
ANN ARBOR/YPSILANTI SMARTZONE

Q2

134 COMPANIES SERVED

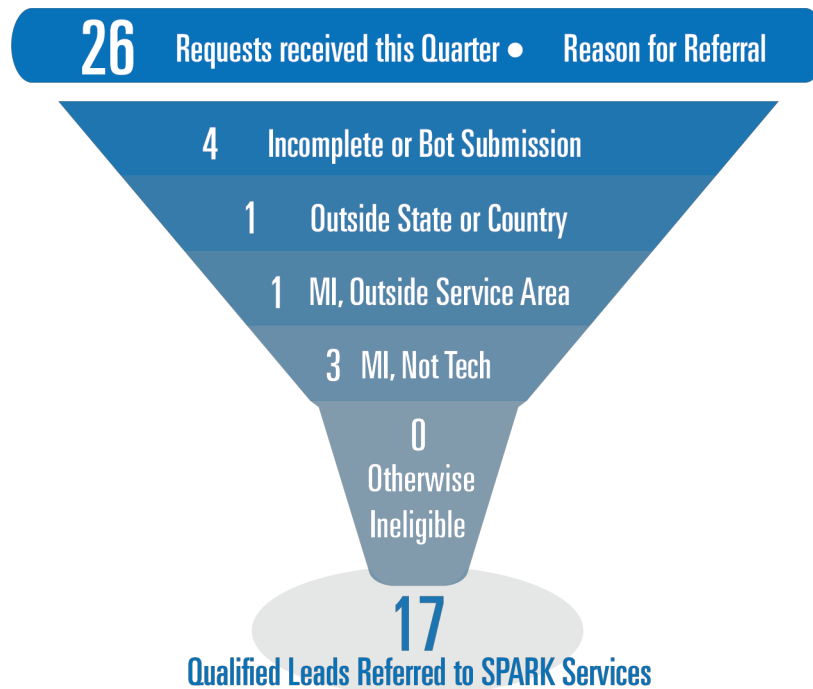**26** JOBS CREATED

11 COMPANIES CREATED*

$2.7 M FUNDS RAISED
INVESTMENTS & GRANTS

$202 K DIRECT SUPPORT

Ann Arbor-Ypsilanti Smart Zone
Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: *October 1, 2018 – December 31, 2018*

Business Accelerator Intake – Phase I

26 Requests received this Quarter ● Reason for Referral

4 Incomplete or Bot Submission

1 Outside State or Country

1 MI, Outside Service Area

3 MI, Not Tech

0 Otherwise Ineligible

17
Qualified Leads Referred to SPARK Services

Companies Created

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

Uniq ID	Company Description
11172	Pharmaceutical to treat NASH and Vascular anomalies.
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.
11310	Continuous, non-invasive, wearable blood pressure monitoring device.
10188	Software that integrates patient genetic information into electronic health records.
11307	3D printing customized, low-risk medical devices and training simulators.
8789	Digital health platform that assists patients in navigating through the complex processes before and after surgery.
11248	Money transfer service.
8919	App and computational methods for the analyses of speech to assess and predict mood states in bipolar disorder.
11312	Decentralized cryptocurrency exchange.
10191	Wireless link that offers fiber-like speeds for the backhaul and last-mile connection in the network.
11343	Platform to facilitate peer-to-peer educational experiences within local communities.
11 Companies	

Business Acceleration

Companies in the below tables are marked with the following codes:

M = Mobility Company
Y = Ypsilanti Company
U = University of Michigan affiliated

The following company were evaluated through [Phase II] Due Diligence:

Uniq ID	Company Description	FTEs	Billed Support
8797	Off-the-shelf machine learning applications.	7	$500

The following companies received [Phase III] Business Acceleration Grant support:

Company Description	Project Description	FTEs	Billed Support
233		1	$85
Treatment for the antibiotic-resistant intestinal disease known as Clostridium difficile.	Scientific testing.	1	$85
11105		1	$1,762
Do it yourself financial planning in a digital platform.	Pitch deck design.	1	$500
Do it yourself financial planning in a digital platform.	Registration as a new investment advisory firm.	1	$1,262
11110 U		6	$2,541
Web-based software package that allows patients to complete their personal and family history at home.	License agreements.	6	$191
Web-based software package that allows patients to complete their personal and family history at home.	License agreements.	6	$2,350
11112		1	$191
Software products that enable IBM Security AppScan and IBM QRadar to support advanced capabilities both previously could not.	Formation, document creation, license negotiations.	1	$191
11147		1.5	$421
Autonomous drone designed to find a person overboard and to let them know that help is coming.	Corporate formation.	1.5	$421
11148 MU		1	$1,000
3D printheads for multi-material & high-resolution printed electronics.	Formation	1	$1,000
11212		1	$2,678
A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	Graphics, website, UI.	1	$1,230
A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	Graphics, website, UI.	1	$713

Company Description	Project Description	FTEs	Billed Support
A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	Graphics, website, UI.	1	$735
11248		0.5	$1,000
Money transfer service.	Formation	0.5	$1,000
11310		1	$3,750
Continuous, non-invasive, wearable blood pressure monitoring device.	Formation	1	$1,500
Continuous, non-invasive, wearable blood pressure monitoring device.	Equity financing and Delaware conversion.	1	$2,250
11312 Y		1	$6,203
Decentralized cryptocurrency exchange.	LLC formation package, terms and conditions for website, trademark filing, nondisclosure agreement.	1	$491
Decentralized cryptocurrency exchange.	Provisional patent application.	1	$3,795
Decentralized cryptocurrency exchange.	LLC formation package, terms and conditions for website, trademark filing, nondisclosure agreement.	1	$666
Decentralized cryptocurrency exchange.	LLC formation package, terms and conditions for website, trademark filing, nondisclosure agreement.	1	$1,250
11225 M		2	$2,344
Method to evaluate the safety of an autonomous vehicle.	Legal formation, review employee contracts.	2	$2,344
11344		0.5	$2,137
Algorithmic water beta platform to directly price and index water risk in financial portfolios.	C corp conversion, term sheet development for seed round, external advisor agreements, key partner due diligence.	0.5	$519
Algorithmic water beta platform to directly price and index water risk in financial portfolios.	C corp conversion, term sheet development for seed round, external advisor agreements, key partner due diligence.	0.5	$1,619
11367		1	$1,829
Software for school exit loan counseling guidance process.	Website building	1	$479
Software for school exit loan counseling guidance process.	Website building	1	$1,350
4586 U		4	$1,000
Heat technology generates nonelectric, reusable heat on demand.	Strategic positioning and partnership.	4	$1,000
7620		2	$6,250
Software and simple hardware to integrate, retrieve, and update personal identity information.	Patentability search and assessment, file PTC application.	2	$6,250

Company Description	Project Description	FTEs	Billed Support
7674 M		5	$2,651
Platform of sensors, software, and analytics that will harvest key data from manufacturing machines, processes, and people, and translate it to actionable intelligence.	Trademark and copyright.	5	$783
Platform of sensors, software, and analytics that will harvest key data from manufacturing machines, processes, and people, and translate it to actionable intelligence.	Trademark and copyright.	5	$1,148
Platform of sensors, software, and analytics that will harvest key data from manufacturing machines, processes, and people, and translate it to actionable intelligence.	Trademark and copyright.	5	$481
Platform of sensors, software, and analytics that will harvest key data from manufacturing machines, processes, and people, and translate it to actionable intelligence.	Trademark and copyright.	5	$240
7772 U		4	$8,080
Cloud computing that runs parallel libraries resulting in large speedup.	Conference marketing strategy.	4	$8,080
7814		4	$4,369
Commercializing a revolutionary material innovation which enables highly sensitive, rugged, low power, and directional detection of neutron radiation.	Help with Zigby integration	4	$4,369
7815 U		1	$675
Online learning platform for contract lawyers.	Tax analysis.	1	$675
7938		2.5	$199
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Trademark Registration.	2.5	$199
8076		4	$1,500
Mobile giving app for non profits.	Optimize social media profiles, event marketing strategy, refresh content on website for SEO, SEM analysis.	4	$1,500
8271 U		5	$422
Evidenced Health Risk Appraisal (HRA) program and services.	Option/license, employment and contractor, employee equity incentive plan, license agreement, master services agreement.	5	$422
8364 MU		2	$3,350
Programming language for Computer Numeric Control manufacturing.	Trademarks.	2	$1,350
Programming language for Computer Numeric Control manufacturing.	Trademarks.	2	$2,000
8377		3	$1,648
Software to enable companies to detect and respond to ransomware.	Delaware corporate formation with client and end user agreements.	3	$1,648

Company Description	Project Description	FTEs	Billed Support
8393		1	$1,516
B2B marketplace where businesses can easily find quality IT professionals.	Platform on-boarding.	1	$477
B2B marketplace where businesses can easily find quality IT professionals.	Platform on-boarding.	1	$1,039
8522		2	$3,000
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	M&A support.	2	$3,000
8591		1	$1,500
Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	LMS setup and customer support.	1	$500
Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	LMS setup and customer support.	1	$500
Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	LMS setup and customer support.	1	$500
8636 Y		2	$2,500
Guided meditation and respiratory biofeedback app.	Consulting work.	2	$2,000
Guided meditation and respiratory biofeedback app.	Contractor agreement.	2	$500
8651		3	$8,500
Proprietary chip, camera, and image processing software package, to verify that a tissue sample has enough tissue to make a diagnosis.	Conduct novelty search and prep provisional patent.	3	$8,500
8658		2	$7,808
Builds and hosts complete, professionally-designed, mobile-responsive websites.	Brand Development.	2	$2,500
Builds and hosts complete, professionally-designed, mobile-responsive websites.	Trademark proposal	2	$1,000
Builds and hosts complete, professionally-designed, mobile-responsive websites.	Legal costs associated with Series Seed funding.	2	$1,400
Builds and hosts complete, professionally-designed, mobile-responsive websites.	Trademark application.	2	$8
Builds and hosts complete, professionally-designed, mobile-responsive websites.	Legal costs associated with Series Seed funding.	2	$2,900
8789		2	$9,950
Digital health platform that assists patients in navigating through the complex processes before and after surgery.	BA grant for marketing services.	2	$9,950

Company Description	Project Description	FTEs	Billed Support
8807		2	$300
Makerspace focused on electronics, and education offering a range of hands-on, application-based classes and workshops in programming and electronic design.	Brand Identity Design, and Brand Strategy Development.	2	$300
8832		9	$24,814
Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	Digital marketing playbook including inbound marketing, pay-per-click strategy, paid social media, local SEO, national SEO, landing page development.	9	$9,843
Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	Corporate formation package.	9	$1,291
Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	Digital marketing playbook including inbound marketing, pay-per-click strategy, paid social media, local SEO, national SEO, landing page development.	9	$7,691
Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	Digital marketing playbook including inbound marketing, pay-per-click strategy, paid social media, local SEO, national SEO, landing page development.	9	$5,990
8862		2	$2,750
Mobile learning platforms to help young people combat sexual violence and misconduct.	Landing page creation.	2	$500
Mobile learning platforms to help young people combat sexual violence and misconduct.	Web design.	2	$2,250
8919 U		1	$1,500
App and computational methods for the analyses of speech to assess and predict mood states in bipolar disorder.	Corporate formation.	1	$970
App and computational methods for the analyses of speech to assess and predict mood states in bipolar disorder.	Corporate formation.	1	$530
9923		3	$5,040
Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	Marketing work/brand building	3	$5,040
9936		2	$3,125
Disposable oxygenating technology that can be integrated into existing dressings/therapies.	Equity grant agreement, licensing agreement, advise on transaction structure.	2	$1,625
Disposable oxygenating technology that can be integrated into existing dressings/therapies.	Evaluation of regulatory pathway.	2	$1,500
Total (37 Companies)		87	$128,386

Talent Programs

Entrepreneur-In-Residence Program

This quarter, fourteen 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	FTEs	Billed Support
8364 MU	Programming language for Computer Numeric Control manufacturing.	2	$4,050
8422 U	A new process to manufacture custom orthotic devices by connecting orthotists with 3D printing through the cloud.	1	$238
6345	Ensures proper hand hygiene for hospitals to increase compliance and cut down on infections.	23	$8,000
8832	Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	9	$675
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	2	$6,000
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	3	$7,750
11110 U	Web-based software package that allows patients to complete their personal and family history at home.	6	$1,600
5640	Interactive tablet menu for restaurants.	5.5	$550
8777 U	Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	2	$8,000
6977 YU	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	1.5	$6,850
4432 U	Life science research recruiting software.	6	$6,900
11312 Y	Decentralized cryptocurrency exchange.	1	$1,338
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	1	$4,500
8591	Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention, and active shooter preparedness.	1	$8,000
Total (14 Companies)			**$64,450**

Intern Matching Funds 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	FTEs	Billed Support
8556	Web-based staffing platform for summer camps and prospective camp staff to find each other.	4	$2,303
8393	B2B marketplace where businesses can easily find quality IT professionals.	1	$2,198
8658	Builds and hosts complete, professionally-designed, mobile-responsive websites.	2	$1,995
6835 M	Combustion cycle and injection technology.	8	$143
	Total (4 Companies)	**15**	**$6,638**

SPARK Central Innovation Center

Virtual Clients

The Virtual Client program at SPARK Central is ideal for those who need 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.

Ground Floor

Incubator clients are charged a license fee per seat, or person(s) using the space. Exit dates may have passed as some clients have a month-to-month arrangement.

Third Floor

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 the stage of company building their strategy, product, and team after attaining investment or revenue.

Fourth Floor

This 6000 square feet space is ideal for growth stage companies that are either grown in-house or moving to the area. This workspace has space for over 60 people.

SPARK East Innovation Center

Virtual Clients

The Virtual Client program at SPARK East is ideal for those who need 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 mission-aligned community partners who leverage the location and flexibility this option allows.

Seated Clients

Incubator clients at SPARK East have designated work spaces, and access to the facility 24/7. They are able to use conference rooms and flex spaces freely to have working sessions with remote staff or host client meetings and events.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
SPARK Central - Virtual				10	102.5
8778	Portable oxygen concentration device.	10/1/18	3/31/19	-	1
8364	Programming language for Computer Numeric Control manufacturing.	6/1/18	10/31/18	-	2
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	2/1/17	7/31/17	-	2
8769	Automated legal document generation software.	12/1/17	5/31/18	-	1
7153	Brain imaging service for development of medications or devices for the central nervous system.	7/1/14	6/30/17	-	1
9978	End to end product development firm.	6/19/18	12/19/18	-	1
8793	A portable, 180° rear/side view vision system with no fish eye effect.	12/15/17	5/15/18	-	2
8774	V2X software to make roads and vehicle-to-everything interactions safer.	1/15/18	7/16/18	-	5
11323	Recycling process that captures nearly 100% of the intrinsic value of all the metals contained on a circuit board.	12/1/18	5/31/19	-	3
8534	New chemical entity to treat Metabolic Syndrome and Type II diabetes.	7/1/17	12/31/17	-	2
7046	Electronics based metering and power line communication.	4/1/14	1/1/16	-	1
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	3/1/18	8/31/18	-	2
8393	B2B marketplace where businesses can easily find quality IT professionals.	7/15/17	7/15/18	-	1
8206	Personality testing insights for kids aged 7-13.	2/1/18	7/31/18	-	4
8789	Digital health platform that assists patients in navigating through the complex processes before and after surgery.	4/15/18	10/31/18	-	2
9924	Mobile imaging unit rental and brokerage.	3/26/18	9/26/18	-	2
11248	Money transfer service.	8/1/18	12/31/18	-	0.5
8028	Online platform for festivals, vendors, and attendees to share data and ideas.	9/16/16	3/16/17	-	2
11105	Do it yourself financial planning in a digital platform.	5/1/18	11/30/18	-	1
7815	Online learning platform for contract lawyers.	9/1/18	2/28/19	-	1
9936	Disposable oxygenating technology that can be integrated into existing dressings/therapies.	3/1/18	7/31/18	-	2
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions.	5/13/11	1/1/16	-	3.5
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	8/1/16	12/31/17	-	2
8609	Quotation Lifecycle Management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	10/1/17	3/31/18	-	3
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	7/1/17	12/31/17	-	2
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	-	2

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers.	10/1/17	3/31/18	-	2
8189	UAVs to detect methane at solid waste landfills.	4/1/17	4/30/18	-	4
7777	SaaS-enabled ride-sharing platform.	5/1/16	10/31/16	-	14
8591	Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	7/19/17	1/18/18	-	1
11343	Platform to facilitate peer-to-peer educational experiences within local communities.	11/1/18	3/31/19	-	2
8187	We enable our customers to build trusted B2B digital communities using proprietary blockchain technology. Members of our customer's communities are able to conduct commercial activities with one another with no fear of fraud or cybercrime.	6/1/18	12/31/18	-	1.5
8323	System for recording, displaying and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	12/15/16	6/30/17	-	27
SPARK Central - Lower Level				16	64.5
7982	Drug discovery SaaS product.	3/20/17	9/19/17	1	5
8419	Next generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	12/1/17	5/31/18	5	7
8631	Productizing marketing growth tools.	9/1/17	8/31/18	2	1
2028	Book and videos teaching Chinese to English speaking children.	7/15/17	1/14/18	1	4.5
7620	Software and simple hardware to integrate, retrieve and update personal identity information.	3/1/17	7/31/17	1	2
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each-other.	6/1/17	11/30/17	2	4
8603	Runner acquisition platform for race organizers.	8/14/17	2/14/18	1	2
11373	Software development studio with a focus on digital games, entertainment, and tools.	10/15/18	4/15/19	1	1
2203	Online furniture inventory management that allows targeted retailer interaction.	9/1/17	8/31/18	Suite	11
8143	Secure vehicle data harvesting product.	11/1/18	4/30/19	2	27
SPARK Central - 3rd Floor				0	3
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language and preferences.	1/1/18	6/30/18	Suite	3
SPARK Central - 4th Floor				48	103
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	9/1/17	2/28/17	5	10
4803	An intuitive integrated display that retrieves medical data.	4/25/16	10/25/16	5	5
7374	Augmented reality app for immersive digital experiences based on children's books.	6/1/17	11/30/17	3	3
8037	Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.	9/6/16	9/6/17	3	7

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	9/1/18	2/28/19	1	3
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	7/1/17	12/31/17	1	2
8588	Search fund, an investment vehicle to purchase a small business.	8/1/17	1/31/18	1	1
8116	Social media listening and analysis software utilizing machine learning.	6/1/17	11/30/17	5	9
8050	Employee engagement SaaS app.	12/1/17	5/31/18	5	12
7336	Supply chain software.	11/16/15	11/15/16	3	12
6835	Combustion cycle and injection technology.	5/1/16	11/1/16	5	8
8359	Device identification technology to help the digital display advertising more effectively target audiences.	9/1/17	2/28/18	2	7
8806	Turnkey passive home entry module.	7/13/18	1/16/19	3	5
8797	Off-the-shelf machine learning applications.	3/1/18	8/31/18	3	7
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	7/1/17	12/31/17	1	4.5
10190	Visual recognition and machine learning technology utilizes a knowledge base that correlates body shape and proportion to silhouette and design to automatically curating clothing assortments into custom boutiques built for each shopper's shape and proportion.	6/1/18	12/31/18	2	7.5
SPARK East - Virtual				0	9
8255	Communications software for B2B or B2C.	10/1/18	3/31/18	-	3
8636	Guided meditation and respiratory biofeedback app.	2/1/18	7/31/18	-	2
3965	Window products that let air in but keep the rain out.	12/1/17	12/31/18	-	1
8796	Offers the freight industry a hybrid-powered trailer that reduces fuel cost and helps meet increasing regulations.	9/1/18	12/31/18	-	5
7099	Online purchasing software.	5/1/14	11/1/14	-	1
3549	Disposable patient lifting system.	9/7/10	3/31/16	-	3
8885	Streetwear clothing company.	3/1/18	8/30/18	-	3
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	10/24/18	4/24/19	-	1.5
11312	Decentralized cryptocurrency exchange.	9/1/18	12/31/18	-	1
SPARK East - Seated				12	15
1782	Laser imaging systems integrator, for combustion diagnostics, materials and spectroscopic analysis.	3/15/19	3/15/24	Suite	7
5604	Online language learning platform.	9/1/18	9/1/19	2	1
11172	Pharmaceutical to treat NASH and Vascular anomalies.	11/1/18	4/30/19	1	1
8366	Commercializer of digital health and sports performance technology from universities across the US.	1/1/19	12/31/19	Suite	6
Total (74 Companies)				**102**	**309.5**

Hosted Networking and Educational Events

This quarter's events are broken down by month in the following table.

Event Name	Date	# of Entrepreneurs	# of Attendees	Purpose of Event
Innovation in Action	N/A	N/A	N/A	Innovation in Action entrepreneurship sponsorship.
SPARK.ed taught by Winthrop Smith	9/5/18	24	24	This course will explore an introduction to financial modeling.
Facebook Digital Marketing workshop	10/1/18	0	8	In the workshop, students will learn the basics of social media marketing using Facebook and Instagram and have the opportunity to earn four micro-credentials (digital badges) that demonstrate the skills they have learned. Workshops are designed to be short, hands-on, and practical.
BioArbor	10/10/18	0	40	Educational networking events for the life sciences industry in the greater Ann Arbor area.
Michigan Works! BRN workshop	10/10/18	0	40	A workshop for Michigan Works! to explain new opportunities.
Fintech Meetup	10/17/18	0	18	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skills levels are welcome.
SPARK.ed taught by Ted Dacko	10/17/18	12	12	Critical management hires in startups.
Starting Your Own Business	10/19/18	20	20	Workshop for entrepreneurs interested in starting a new business.
Machine Learning Meetup	10/23/18	12	12	Meetup for individuals interested in topics surrounding machine learning.
CAV Mobility Reception	10/25/18	0	155	Mobility thought leaders and industry experts for a night of networking, food, and refreshments.
Game Developer Meetup	10/25/18	22	22	The Ann Arbor branch of the International Game Developers Association brings Michigan's game-dev community together for monthly lectures, exhibitions, tutorials, free food, and industry talks at SPARK East in Ypsilanti.
EMU Digital Marketing Summit	10/26/18	0	28	Center for Digital Engagement at EMU - Digital Marketing Summit.
A2 Mobility Tech meetup	10/30/18	0	38	The purpose of our group is to create a face-to-face community of people interested in mobility tech around Ann Arbor.
SCIC Tenant Lunch	10/31/18	50	50	Halloween celebration for all tenant companies.
SPARK.ed taught by Rajiv Nathan	11/14/18	15	15	This course will explore how to create amazing story-telling style pitches.

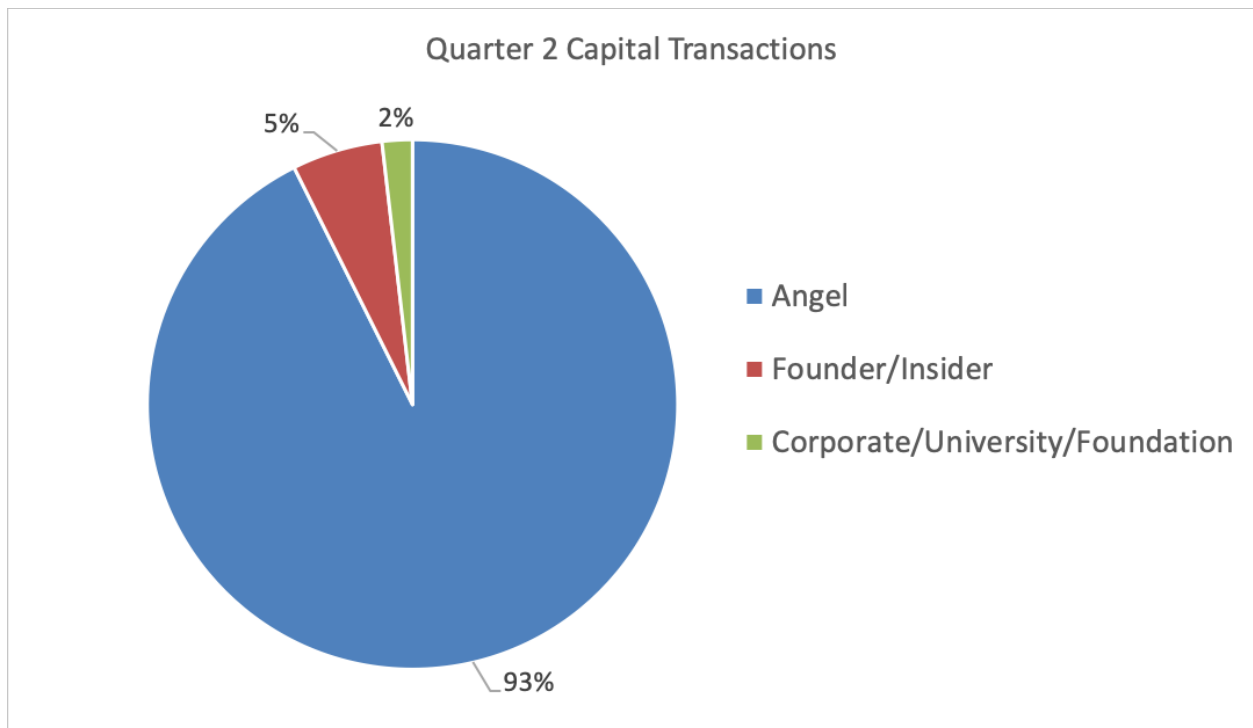| Event Name	Date	# of Entrepreneurs	# of Attendees	Purpose of Event
Starting Your Own Business	11/16/18	20	20	Workshop for entrepreneurs interested in starting a new business
R Meetup	11/18/18	0	18	R user group meetup in Ann Arbor.
Tech Homecoming	11/21/18	0	120	Network with area companies looking to hire. Our goal is to connect talented out-of-towners with Ann Arbor and its vibrant tech ecosystem, which has produced hundreds of startups and billions in enterprise value in the past five years.
Game Developer Meetup	11/29/18	60	60	The Ann Arbor branch of the International Game Developers Association brings Michigan's game-dev community together for monthly lectures, exhibitions, tutorials, free food, and industry talks at SPARK East in Ypsilanti.
SPARK.ed taught by Ted Dacko	12/5/18	20	20	This course will explore four common sales challenges entrepreneurs face.
BioArbor	12/12/18	0	40	BioArbor - educational networking events for the life sciences industry in the greater Ann Arbor area.
A2 New Tech	12/18/18	0	60	Provided refreshments new technology meetup in Ann Arbor.
Game Developer Meetup	12/20/18	0	20	The Ann Arbor branch of the International Game Developers Association brings Michigan's game-dev community together for monthly lectures, exhibitions, tutorials, free food, and industry talks at SPARK East in Ypsilanti.
A2Y Chamber foundation	N/A	0	100	Sponsoring Pitch Ypsi event.
A2 Tech holiday party	N/A	0	93	Holiday party provided by Arbor Moon for the a2 tech community.
Total (27 Events)		**255**	**1033**	

Microloans

Number of loans currently outstanding:	**12**
Current total loan amount outstanding	$515,625.12
Loan amounts repaid this fiscal year	$18,512
Loans written off this fiscal year	$0
Cumulative Jobs retained	97
Cumulative net Jobs created	12
Payment made back to LDFA this fiscal year	0
Current balance of the microloan account	**$28,520.05**

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:

UniqID	Transaction Details	Amount
Angel		**$2,515,000**
8209	Led by Astia Angels plus PSF2.0, Invest Detroit, Belle MI, XO Group	$1,500,000
7466	$1.2mm of debt converted, $340k new money	$340,000
7117	Irish Angels	$675,000
Founder/Insider		**$150,000**
8133	Friends and family	$150,000
Corporate/University/Foundation		**$50,000**
2203	AMIC	$25,000
2203	AMIC	$25,000
Total (6 Transactions)		**$2,715,000**

Quarter 2 Capital Transactions

- Angel — 93%
- Founder/Insider — 5%
- Corporate/University/Foundation — 2%

Marketing Performance Metrics | Q2

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 18 – 19, Q1	Compared to Last Quarter
Website Visits	Visits to our website will raise awareness and provide valuable tools and resources.	42,847	- 22%
Video Views	Video views on multiple platforms to reach wider audiences.	43,306	+ 73%
Social Media Impressions	General visibility on a variety of popular social media platforms.	1,050,323	+ 44%
Social Media Interactions	Direct, positive interactions with people from all over the world.	37,557	+ 75%

Methodology

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. **Zendesk**: *$1125* – Customer experience tool to help manage the incubators.

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 W-2 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.