

LDFA REPORT 2019 - 2020

ANN ARBOR/YPSILANTI SMARTZONE

Q4

168 COMPANIES
SERVED

44 JOBS
CREATED

15 COMPANIES
CREATED

\$10M FUNDS
RAISED
INVESTMENTS & GRANTS

\$469K
DIRECT SUPPORT

Ann Arbor's R2 Space Receives Defense Innovation Unit Award

(April 20) R2 Space announced that it received a contract by the Defense Innovation Unit (DIU). DIU is charged with pulling in the nation's best innovative commercial technologies for use by the Department of Defense (DoD). DIU will accelerate R2 Space's cutting-edge RADAR satellite technology capable of imaging the earth during the day, at night, and through the clouds.

In late 2019, the Michigan Economic Development Corporation and Ann Arbor SPARK worked with R2 Space to establish the company's headquarters in Ann Arbor. One of the area's first companies in the space industry, R2 Space opened its offices in the historic Argus Building where they constructed a cleanroom to support satellite integration and testing. The company made a commitment to the State of Michigan to create over 30 new jobs over the next two years. R2 Space is well on its way to that goal, hiring 18 people since last November with plans to hire 20 more.

Ann Arbor SPARK Launches SPARK.tech Virtual Workshop for Startups

For the first time, Ann Arbor SPARK is making its Entrepreneur Boot Camp curriculum available online. The three-part webinar series, SPARK.tech, is designed to guide innovators who have a tech-related business idea through the first stages of bringing their product or service to market.

"Direct, one-on-one access to mentors who are experts at what it takes to start a tech business is a key benefit to Ann Arbor SPARK's entrepreneurial services clients," Bill Mayer explained. "Albeit virtual, our clients will continue to participate in that Entrepreneur Boot Camp offering in addition to following the SPARK.tech curriculum."

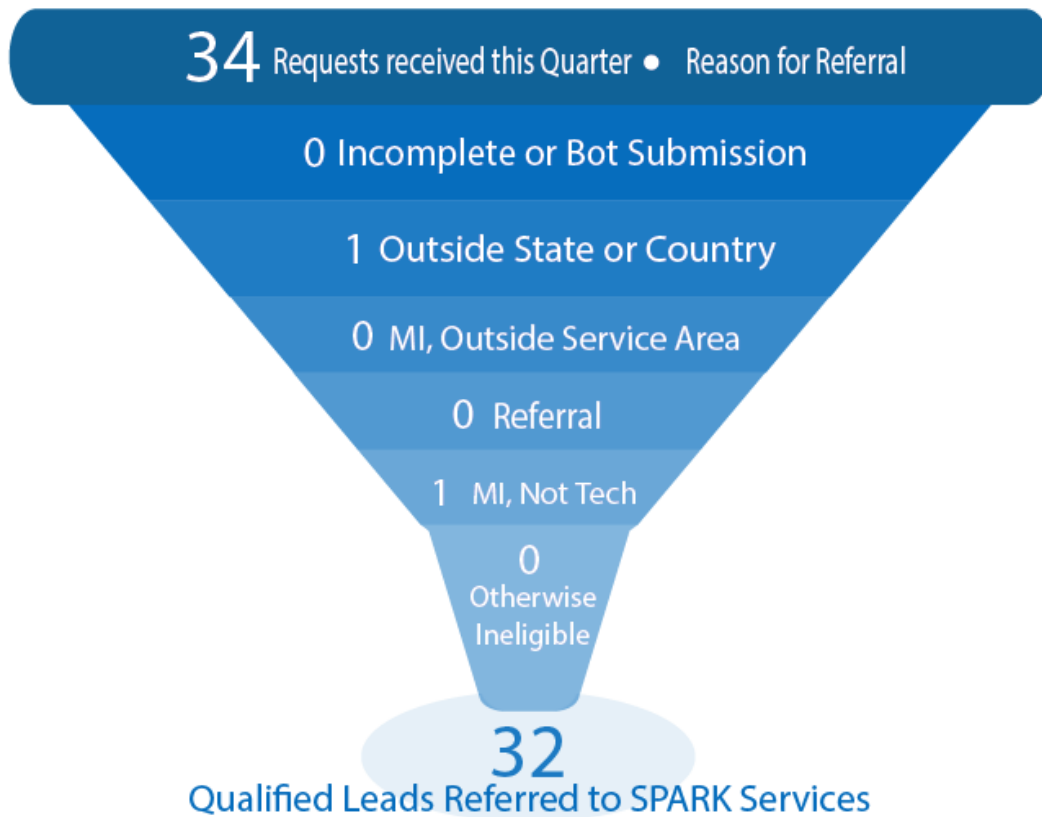
LiquidGoldConcept Receives Publication in the International Breastfeeding Journal

Based in Ypsilanti, LiquidGoldConcept Inc. is a social-impact company committed to bringing realistic and comprehensive breast health and lactation education technology for healthcare providers, parents, and students across the globe. The creators of the Lactation Simulation Model (LSM) — the world's first hands-on, wearable breastfeeding training tool — collaborated with the University of Michigan and the Institute for the Advancement of Breastfeeding and Lactation Education to present the development of the LSM and explore how physician residents, nurse-midwifery students, and clinical lactation experts responded to LSM prototypes.

Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: April 1, 2020 – June 30, 2020

Business Accelerator Intake – Phase I



Companies Created

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

Uniq ID	Company Description
12128	An artificial intelligence software platform that uses real-time in the catheterization lab to process conventional angiograms and automate a quantitative clinical assessment of coronary artery disease (CAD) patients.
12134U	A personal air purification device to solve the problem of people being unable to live active lives in places with unhealthy air quality.
12250Y	Subscription based charging solution for electric vehicles.
12107U	Software and services for patient-specific cardiovascular simulation.

Uniq ID	Company Description
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.
12770	An online marketplace for unique products and fashion items designed by up and coming artists and celebrities sold with all profits going to local charities.
11838	Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify and correct incorrect form at the point of contact.
12036U	An automated leasing and marketing tool for any property management firm to book more tours.
12258	Development of a novel therapy for the treatment of acute respiratory distress (ARDS) in COVID-19 patients and beyond.
11563U	Dental mirrors providing clinicians with essential indirect vision of treatment sites in all dental procedures from exams to complex surgeries.
11336U	Social-discovery platform allowing people to make informed, confident, and, more comfortable crypto-investments.
12190	Makes control data easy and accessible to build predictive economic models.
12179	Allows enterprises to move data around with complex rules and engineers.
11831Y	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.
12864	Desktop and mobile application for input and output of virtual ensemble performances.
Total (15 Companies)	

Business Acceleration

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

- M = Mobility company
- U = University affiliated
- Y = Ypsilanti company

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

None during this quarter.

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

Company Description	Project Description	FTEs	Billed Support
10191U		2	\$1,000.00
Wireless link that offers fiber-like speeds for the backhaul and last-mile connection in the network.	Review accounting and provide financial consulting.	2	\$460.00
	Review accounting and provide financial consulting.	2	\$540.00

Company Description	Project Description	FTEs	Billed Support
11105		3	\$1,100.00
Do it yourself financial planning in a digital platform.	Regulatory compliance.	3	\$800.00
	Regulatory compliance.	3	\$300.00
11120U		2	\$8,215.75
Cross-MBA trips for students from several universities before their MBA program begins.	Catch and convert email roadmap.	2	\$697.00
	Independent contractor agreement, service provider agreement, and terms of use; Privacy and Digital Millennium Copyright Act (DMCA) policy.	2	\$418.75
	Review insurance policy.	2	\$1,500.00
	Website design and payment processing.	2	\$2,100.00
	Kick off strategy, QB set up and training, contract review and revenue recognition process, and complete 2019 taxes.	2	\$3,500.00
11172		1	\$1,330.00
Pharmaceutical to treat NASH and vascular anomalies.	Initiate and provide expert advisory for international tax compliance.	1	\$1,330.00
11324M		4	\$17,764.50
Human behavior prediction using artificial intelligence.	Financial planning and fundraising support.	4	\$1,925.00
	Prepare provisional patent and provide legal support for fundraise.	4	\$11,690.50
	Documentation for issuing convertible notes and to convert the company to a Delaware Corporation.	4	\$3,224.00
	Financial planning and fund-raising support.	4	\$925.00
11353		1	\$250.00
Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	Design of 3D product.	1	\$250.00
11376U		8.5	\$7,500.00
Analytics-ready data sets from various government departments at the municipal, county, state, and federal levels. Products include map- and report-based analytics, as well as web-based dashboards and decision tools.	SEO strategy and digital ad project.	8.5	\$7,500.00
11476		1	\$4,025.00
Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	Web development services.	1	\$825.00
	Web development services.	1	\$2,200.00

Company Description	Project Description	FTEs	Billed Support
	Web development services.	1	\$1,000.00
11540MU		2	\$1,500.00
Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	Website branding.	2	\$1,500.00
11563U		2	\$1,355.00
Dental mirrors providing clinicians with essential indirect vision of treatment sites in all dental procedures from exams to complex surgeries.	Company formation, employee agreement, and contractor agreement.	2	\$1,355.00
11606Y		3	\$2,950.00
An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	Digital advertising campaign.	3	\$1,600.00
	Create slide deck and business card.	3	\$1,350.00
11737U		0.5	\$6,400.00
Pharmaceutical material and genetic analysis technology.	Statistical consulting to design future clinical trials.	0.5	\$6,400.00
11753M		11	\$10,000.00
We build and deploy robotic platforms for providing safe and scalable last mile goods delivery in urban areas.	Website and application integration and development of features.	11	\$6,700.00
	Website and application integration and development of features.	11	\$3,300.00
11770		3	\$10,000.00
A revolutionary way of buying, selling, investing, and managing commercial real estate.	Intellectual property licensing agreement, securities resale exemptions, and general solicitation and accredited investors.	3	\$10,000.00
11791U		1	\$2,456.25
Addresses disruptive CO2 emissions convert into hydrocarbon fuels.	Legal services.	1	\$191.25
	Legal services.	1	\$780.00
	Legal services.	1	\$1,485.00
11807UY		2	\$10,206.25
A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	Corporate formation, licensing from Michigan's OTT, and counseling.	2	\$2,056.25
	Negotiation and documentation of BioStar's investment in the company. An advisor agreement and option agreement. Drafting of option plan. Negotiation of office lease and NDAs.	2	\$8,150.00

Company Description	Project Description	FTEs	Billed Support
11831Y		1	\$10,000.00
Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	Patent search, quick provisional, formation, and developed provisional.	1	\$3,000.00
	Patent search, quick provisional, formation, and developed provisional.	1	\$7,000.00
11850		2	\$5,000.00
A cloud based robo-advisory platform for commodity hedging.	Application development.	2	\$5,000.00
11851		1	\$9,934.50
Automates creating and maintaining online knowledge bases, saving time and money by reducing support tasks and reducing customer churn.	Digital marketing services.	1	\$5,584.50
	Digital marketing services.	1	\$4,350.00
11859		2	\$5,500.00
Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	UX design work.	2	\$5,000.00
	Accounting setup.	2	\$500.00
11862U		4	\$4,075.00
A mobile application delivering Cognitive Behavioral Therapy to the hands of the people who need it most.	Drafting of a separation agreement and a stockholder and board consent.	4	\$1,500.00
	Bug fixes, customizable content, test flight, and Apple store.	4	\$2,575.00
11880		0.5	\$8,765.00
In application music discovery competitions that reward listeners for competing and discovering new music.	Consulting on software product development, system architecture services, scope of application, and written architecture plan.	0.5	\$4,485.00
	Design services for an application.	0.5	\$4,280.00
11895		3	\$5,000.00
A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements and collaborate with suppliers in a single platform.	Marketing, communications, and public relations.	3	\$3,000.00
	Marketing, communications, and public relations.	3	\$2,000.00
11918		2	\$7,350.00
Health management platform connecting patients, providers and caregivers to effectively manage patients with chronic conditions.	Setup shared software development, review and refine software requirement and design, and create CCM data lake.	2	\$7,350.00

Company Description	Project Description	FTEs	Billed Support
11943		1	\$15,000.00
UVC light and ozone treatment laundry unit and hands.	Provisional patent search and application.	1	\$2,000.00
	Public relations and marketing activities.	1	\$5,000.00
	Provisional patent search and application.	1	\$2,000.00
	Provisional patent search and application.	1	\$6,000.00
11944M		2	\$2,000.00
Application showing the most fuel-efficient and fastest route to a desired destination.	Brand messaging and website copy.	2	\$1,000.00
	Brand messaging and website copy.	2	\$1,000.00
11954		4.5	\$1,980.00
A platform uses progressive web app technology to help pain sufferers navigate a variety of options to better manage pain through self-management and related resources.	Formation, terms of use, licensing agreement, trademarking, and copyright.	4.5	\$1,980.00
11966		2	\$4,050.00
Accurately putt using this golf putting aide technology.	Marketing planning and brand development, website development, and video production.	2	\$3,500.00
	Revise equity grant and governance documents.	2	\$550.00
11977U		1	\$3,850.00
Interactive headphones that allow the user to unlock or send macros to their devices.	Business formation, intellectual property, contracts with contractors, prior collaboration follow up, and trademark protection.	1	\$3,850.00
11978U		6	\$6,000.00
A data service company that provides analysis and forward-looking recommendations based on existing small restaurants' data through data-driven algorithms.	UI/UX work.	6	\$3,250.00
	DMCA policy and terms of use work.	6	\$2,750.00
11979		1	\$5,000.00
A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	Conduct customer discovery for product development and market strategy.	1	\$1,250.00
	Conduct customer discovery for product development and market strategy.	1	\$3,750.00
11985Y		8	\$6,000.00
Self-contained, pre-engineered and pre-configured, mobile, solar nanogrids with a variety of solutions inside the nanogrid.	Create an effective brand and marketing strategy to increase revenue and awareness.	8	\$3,100.00
	Create an effective brand and marketing strategy to increase revenue and awareness.	8	\$2,900.00

Company Description	Project Description	FTEs	Billed Support
12030		17	\$2,000.00
ESL EdTech platform that includes business culture training.	Development of a website.	17	\$2,000.00
12040		1	\$4,649.75
Performance disposable instrument used in cardiac bypass surgery.	Contract with board members, consulting services agreement, financing assistance, and beta test agreement.	1	\$3,500.00
	Contract with board members, consulting services agreement, financing assistance, and beta test agreement.	1	\$1,149.75
12082		1	\$11,860.00
A human-safe germicidal light that achieves rapid sanitation without water, soap, or waste.	Patent search and application.	1	\$9,860.00
	Brand identity development, brand launch strategy, and launch site creation.	1	\$2,000.00
12090U		1	\$10,000.00
A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication.	Cloud based data processing using Amazon web services.	1	\$5,000.00
	Develop sensor acquisition application for computers, tablets, and smartphones.	1	\$5,000.00
12093		0.5	\$3,912.50
Immuno-isolating capsule that promotes the function of implanted ovarian tissue, protects it from immune rejection, and aims to restore ovarian endocrine function in adolescent girls.	Incorporation, organization and qualification. Capitalization matters and intellectual property.	0.5	\$292.50
	Incorporation, organization and qualification. Capitalization matters and intellectual property.	0.5	\$3,620.00
12098		3	\$9,307.50
Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	Reference architecture layout design and COVID-19 contract tracing with social distancing brochure.	3	\$850.00
	PowerPoint deck template.	3	\$595.00
	Website design and development.	3	\$462.50
	Professional service agreement, advisor agreement, reseller agreement, and option poll.	3	\$3,500.00
	Website design and development.	3	\$2,325.00
	Website maintenance, final website adjustments, and brochure.	3	\$1,575.00

Company Description	Project Description	FTEs	Billed Support
12107		0.5	\$7,118.75
Software and services for patient-specific cardiovascular simulation.	ITIN creation for ownership of LLC.	0.5	\$2,150.00
	Formation and out license of technology.	0.5	\$1,193.75
	Organization and structure consulting with QuickBooks setup and training.	0.5	\$2,275.00
	Formation and out license of technology.	0.5	\$1,500.00
12112		1	\$7,990.00
An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	Concept design and prototype services.	1	\$7,990.00
12119		5	\$5,050.00
Cybersecurity software.	Strategic plan, financing strategy, and creation of business plan.	5	\$1,575.00
	Strategic plan, financing strategy, and creation of business plan.	5	\$1,525.00
	Strategic plan, financing strategy, and creation of business plan.	5	\$1,950.00
12125		3	\$2,932.25
Home health care management application for caregivers.	Formation, trademarking, contractor agreement, equity grant documents, and third-party services agreement.	3	\$1,112.75
	Formation, trademarking, contractor agreement, equity grant documents, and third-party services agreement.	3	\$1,819.50
12134U		1	\$3,400.00
A personal air purification device to solve the problem of people being unable to live active lives in places with unhealthy air quality.	Corporate formation and trademark filing package.	1	\$1,775.00
	Corporate formation and trademark filing package.	1	\$1,625.00
12146		1	\$2,070.00
A medical technology company that creates easy-to-use respiratory therapy device designed for premature newborns.	Ventilator design.	1	\$2,070.00
12190		1	\$3,750.00
Makes control data easy and accessible to build predictive economic models.	Terms of use and privacy policy creation.	1	\$350.00
	Terms of use and privacy policy creation.	1	\$1,250.00
	Legal formation.	1	\$1,000.00

Company Description	Project Description	FTEs	Billed Support
	Terms of use and privacy policy creation.	1	\$1,150.00
12770		2	\$4,500.00
An online marketplace for unique products and fashion items designed by up and coming artists and celebrities sold with all profits going to local charities.	Update website including; Home, charities, change makers, about, and contact page.	2	\$4,500.00
7194M		10	\$7,600.00
Transporting supplies for rural healthcare via UAV.	Setup and flight testing of aircraft, troubleshooting and recording of flight logs, documentation, creation of marketing material, and general safety assurance of persons and property around the aircraft.	10	\$3,600.00
	External test and validation of flights.	10	\$4,000.00
7531UY		4	\$6,158.00
Lactation simulation model and a breastfeeding education application.	Data analysis, correspondence, and manuscript preparation.	4	\$1,125.00
	Digital marketing strategy, sales and customer protocols with CRM integration, and develop list of leads.	4	\$1,605.00
	Data analysis and manuscript writing.	4	\$316.00
	Digital marketing strategy, sales and customer protocols with CRM integration, and develop list of leads.	4	\$1,656.39
	Establish new website for case-based learning.	4	\$400.00
	Data analysis and manuscript writing.	4	\$927.00
	Digital marketing and development services.	4	\$128.61
7625U		5	\$720.00
An enzyme-linked immunosorbent assay (ELISA) used in technology for biological/biomedical research, pharmaceuticals, and clinics.	Intellectual property due diligence support.	5	\$720.00
7674		1	\$3,805.00
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Application engineering for machine shops and factories; develop and test designs for IIOT sensors.	1	\$2,814.00
	Application engineering for machine shops and factories; develop and test designs for IIOT sensors continued.	1	\$381.00
	Trade secret and copyright protection, employment contracts, options agreements, master license agreement.	1	\$610.00

Company Description	Project Description	FTEs	Billed Support
7704U		1.5	\$200.00
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring and analysis.	Stock option plan, convertible documentation, C corporation switch, and related investor negotiations.	1.5	\$200.00
7815U		1	\$200.00
Online learning platform for contract lawyers.	Flyer design.	1	\$200.00
8255Y		3	\$2,500.00
Communications software for business-to-business or business-to-consumer.	Creating a design atmosphere for the front end in a modular way that will allow the company to grow and iterate seamlessly without having a design cost of the front end falling behind.	3	\$2,500.00
8293U		2.5	\$5,000.00
Low-cost high-accuracy micro electromechanical system (MEMS) gyroscope for space, aviation, and underwater applications.	Preparation and submission of a provisional US patent application for a new important micro-machining technology of a high-precision low-cost Micro Electromechanical Systems (MEMS) vibratory gyroscope.	2.5	\$5,000.00
8434		0.5	\$5,000.00
Instruments for single molecule detection of DNA, RNA, and proteins.	Drafting, revision, and negotiation for in-license intellectual property materials.	0.5	\$875.00
	Investment documentation and potential out-license intellectual property.	0.5	\$4,125.00
8457Y		0.5	\$4,200.00
A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	Trademark application for circle wave logo, main logo, and word mark in logo.	0.5	\$395.00
	Trademark application for circle wave logo, main logo, and word mark in logo.	0.5	\$170.00
	Trademark application for circle wave logo, main logo, and word mark in logo.	0.5	\$3,240.00
	Trademark application for circle wave logo, main logo, and word mark in logo.	0.5	\$395.00
8543MU		10	\$8,000.00
Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	Product marketing and go-to-market strategy.	10	\$8,000.00
8636Y		2	\$5,697.00
Guided meditation and respiratory biofeedback application.	Marketing strategy and tools.	2	\$3,500.00
	Develop an automated sales pipeline.	2	\$348.50
	Develop an automated sales pipeline.	2	\$348.50
	Marketing strategy and tools.	2	\$1,500.00

Company Description	Project Description	FTEs	Billed Support
8658		3	\$997.00
Builds and hosts complete, professionally designed, mobile-responsive websites.	Move prospects from Facebook to website.	3	\$997.00
8769		1	\$500.00
Automated legal document generation software.	Paralegal to finish intellectual property work.	1	\$500.00
8777U		3	\$5,000.00
Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	Digital marketing campaign, SEO, and social advertising.	3	\$2,500.00
	Develop a formalized sales process and partnership or franchise development program, and a scale plan for each market.	3	\$2,500.00
8862		1	\$2,116.90
Mobile learning platforms to help young people combat sexual violence and misconduct.	UX and web design updates.	1	\$2,116.90
Total (62 Companies)		175	\$321,791.90

Talent Programs

Entrepreneur-In-Residence Program

This quarter, 20 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
6828U	Software for the analysis of genetic data.	7	\$5,000.00
8636Y	Guided meditation and respiratory biofeedback application.	2	\$4,575.00
11350M	Autonomous last mile delivery trailer.	3	\$875.00
11120U	Cross-MBA trips for students from several universities before their MBA program begins.	2	\$4,750.00
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	1	\$1,300.00
8457Y	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	0.5	\$4,000.00
11838	Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify and correct incorrect form at the point of contact.	1	\$1,600.00
7940MY	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	2	\$10,000.00

11324M	Human behavior prediction using artificial intelligence.	4	\$3,400.00
11880Y	In-application music discovery competitions that reward listeners for competing and discovering new music.	0.5	\$9,800.00
12036U	An automated leasing and marketing for any property management firm to book more tours.	1	\$3,000.00
11635	A one-stop shop where customers can purchase all of their nightlife products in one place.	6	\$10,000.00
8132Y	DNA and bioinformatics analysis and collaboration platform.	3	\$1,862.50
8806	Turnkey passive home entry module.	5	\$1,037.50
7674	Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	1	\$1,250.00
12082	A human-safe germicidal light that achieves rapid sanitation without water, soap, or waste.	1	\$7,800.00
11367	Software for school exit loan counseling guidance process.	3	\$2,400.00
11770	A revolutionary way of buying, selling, investing, and managing commercial real estate.	3	\$2,137.50
12190	Makes control data easy and accessible to build predictive economic models.	1	\$6,000.00
11862U	A mobile application delivering Cognitive Behavioral Therapy to the hands of the people who need it most.	4	\$300.00
Total (20 Companies)		51	\$81,087.50

Intern Matching Funds Program

The Ann Arbor SPARK internship program provides up to \$3,000 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 and Ypsilanti 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. Any amount invoiced or billed above the matching amount is paid in part by the client.

Uniq ID	Company Description	FTEs	Billed Support
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	31	\$7,186.25
8255Y	Communications software for business-to-business or business-to-consumer.	3	\$1,742.27
7374	Augmented reality application for immersive digital experiences based on children's books.	5	\$2,981.52

Uniq ID	Company Description	FTEs	Billed Support
11979	A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	1	\$5,087.28
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	2	\$974.26
11120U	Cross-MBA trips for students from several universities before their MBA program begins.	2	\$2,109.36
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	1	\$1,264.07
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	1	\$367.62
7796U	Mobile game developer.	4	\$296.01
7940MY	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	2	\$3,190.00
4341M	Scheduling and dispatch solutions for rural transit systems.	3	\$235.75
11324M	Human behavior prediction using artificial intelligence.	4	\$1,275.00
7531UY	Lactation simulation model and a breastfeeding education application.	4	\$2,286.00
11353	Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	1	\$2,688.00
11988	Scalable smart camera system that captures all objects in any sports scene, including players and officials from multiple points of view including 3-D motion.	1	\$3,473.96
11367	Software for school exit loan counseling guidance process.	3	\$850.08
11335M	Method to evaluate the safety of an autonomous vehicle.	1	\$3,013.78
8797	Off-the-shelf machine learning applications.	20	\$2,128.00
12090U	A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication.	1	\$3,150.00
11606Y	An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	3	\$2,688.00
Total (20 Companies)		93	\$46,987.21

Boot Camp

Uniq ID	Company Description	FTEs
11248	Money transfer service.	1
11838	Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify, correct or incorrect form at the point of contact.	1
11978	A data service company that provides analysis and forward-looking recommendations based on existing small restaurants' data through data-driven algorithms.	6

Uniq ID	Company Description	FTEs
11979	A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	1
12036	An automated leasing and marketing for any property management firm to book more tours.	1
12059	Software innovation connecting engineering tasks and data.	1
12091	Generate statistics and innovative analytics methods that improve customers' chances at wins in professional sports.	0.5
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	1
12130	Streamline underwriter's evaluation processing loans.	1
Total (9 Companies)		13.5

Digital Engagement Clinic

Uniq ID	Company Description	FTEs	Billed Support
4519	Platform giving independent application publishers technology for customized native ads and access to advertisers.	31	\$673.44
6977U	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	3.5	\$473.06
7117U	Data processing algorithms and curated genetic database software as a service.	17.5	\$759.99
7375U	Mobile application for tracking and analyzing pain data.	1.5	\$883.60
7531U	Lactation simulation model and a breastfeeding education application.	4	\$658.71
7674	Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	1	\$765.11
7885	Mobile and web-based applications providing on-demand lawn care and snow removal services.	9	\$629.24
8255	Communications software for business-to-business or business-to-consumer.	3	\$828.54
8366U	Physiological performance data analytics company.	2.5	\$635.91
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	1	\$620.40
8636	Guided meditation and respiratory biofeedback application.	2	\$1,244.36
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	3	\$600.55
8797	Off-the-shelf machine learning applications.	20	\$738.28
8806	Turnkey passive home entry module.	5	\$315.32
11105	Do it yourself financial planning in a digital platform.	3	\$325.71
11120U	Cross-MBA trips for students from several universities before their MBA program begins.	2	\$635.91
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	3	\$635.91
11324	Human behavior prediction using artificial intelligence.	4	\$620.40
11587	2019 Digital Engagement Clinic direct internship.	1	\$2,424.18

Uniq ID	Company Description	FTEs	Billed Support
11606	An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	3	\$712.69
11859	Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	2	\$712.68
11895	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements and collaborate with suppliers in a single platform.	3	\$278.40
11998	2020 Digital Engagement Clinic direct internship.	1	\$2,472.69
12036U	An automated leasing and marketing for any property management firm to book more tours.	1	\$364.95
12098	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	3	\$604.43
12866	Transformational workshops, coaching, and other strategies that helps clients challenge conventional thinking to create high performing cultures.	2	\$283.83
Total (26 Companies)		132	\$19,898.29

SPARK Central Innovation Center

Lower Level

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.

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.

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

The 6,000 square foot 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 workspaces, 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 - Lower Level Designated Desk				11	16
11701	Mobile application for autonomous vehicles and pedestrians to help avoid collisions.	8/1/19	1/31/20	1	1
8631	Productizing marketing growth tools.	11/1/19	7/8/20	2	2
8419	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	10/11/19	10/10/20	3	4
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each-other.	6/1/17	7/14/20	2	4
11865	Advertising technology platform that makes local advertising faster, less expensive, and more accountable.	10/11/19	10/10/20	1	3
11864	Mobile application that allows constituents to contact their local, state, and federal public officials.	12/1/19	6/4/20	1	1
11373	Software development studio with a focus on digital games, entertainment, and tools.	10/15/18	4/15/19	1	1
SPARK Central - Lower Level Flex Desk				4	16.5
11900	MetTech intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	5/4/20	11/4/20	1	3
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	2/25/20	8/25/20	1	7
8776	Custom computing solutions for genomics applications.	11/6/19	5/5/20	1	5.5
8143	Secure vehicle data harvesting product.	11/1/18	7/8/20	1	1
SPARK Central - Virtual Desk				0	134.5
12146	A medical technology company that creates easy-to-use respiratory therapy device designed for premature newborns.	4/9/20	7/9/20	-	1
8778	Portable oxygen concentration device.	10/1/18	5/12/20	-	1
12128	An artificial intelligence software platform that uses real-time in the catheterization lab to process conventional angiograms and automate a quantitative clinical assessment of coronary artery disease (CAD) patients.	4/10/20	7/10/20	-	4
8364	Programming language for Computer Numeric Control manufacturing.	6/1/18	5/11/20	-	2
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	2/1/17	7/31/17	-	2.5
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	5/23/19	11/23/19	-	2
11164	Low cost capnography device with continuous remote-monitoring capabilities to improve outcomes and lower the cost of care for cardiorespiratory patients.	7/23/19	1/23/20	-	5
12040	Performance disposable instrument used in cardiac bypass surgery.	2/5/20	8/5/20	-	1
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	9/1/19	9/1/20	-	1
8769	Automated legal document generation software.	8/1/19	1/31/20	-	1
12250	Subscription based charging solution for electric vehicles.	5/18/20	11/18/20	-	2

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
7982	Drug discovery SaaS product.	1/1/19	6/30/19	-	5
11954	A platform uses progressive web app technology to help pain sufferers navigate a variety of options to better manage pain through self-management and related resources.	1/1/20	6/30/20	-	4.5
8774	V2X software to make roads and vehicle-to-everything interactions safer.	1/15/18	7/16/18	-	2
8534	New chemical entity to treat Metabolic Syndrome and Type II diabetes.	7/1/17	12/31/17	-	2
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	3/1/18	8/31/18	-	1
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/17	7/15/18	-	1
11838	Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify and correct incorrect form at the point of contact.	5/1/20	11/1/20	-	1
11540	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	5/2/19	11/2/19	-	2
11918	Health management platform connecting patients, providers and caregivers to effectively manage patients with chronic conditions.	11/7/19	5/6/20	-	2
7336	Supply chain software.	10/1/19	9/30/20	-	15
12842	Last mile robot delivery solutions.	7/1/20	12/31/20	-	2
8789	Digital health platform that assists patients in navigating through the complex processes before and after surgery.	4/15/18	6/30/20	-	2
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	2/1/20	7/31/20	-	2
11105	Do it yourself financial planning in a digital platform.	5/1/18	11/30/18	-	3
9936	Disposable oxygenating technology that can be integrated into existing dressings/therapies.	3/1/18	7/31/18	-	3.5
11895	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements, and collaborate with suppliers in a single platform.	2/15/20	8/15/20	-	3
11966	Accurately putt using this golf putting aide technology.	2/5/20	8/5/20	-	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	-	1
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	7/1/17	12/31/17	-	2
12190	Makes control data easy and accessible to build predictive economic models.	5/19/20	11/18/20	-	1
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	-	2
11335	Method to evaluate the safety of an autonomous vehicle.	6/25/19	12/25/19	-	1
12179	Allows enterprises to move data around with complex rules and engineers.	4/8/20	11/8/20	-	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
11541	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	10/25/19	10/24/20	-	1
7777	SaaS enabled ride-sharing platform.	5/1/16	10/31/16	-	14
12090	A sensor, cloud-based data management, and analytics system application component for athlete's interaction and communication.	2/6/20	8/6/20	-	1
12070	An automotive clean-tech company from Finland that designs, manufactures, and sells technology that enables the use of biofuel in gasoline and hybrid vehicles and other machinery.	5/1/20	11/30/20	-	1
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
8323	System for recording, displaying and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	12/15/16	2/1/19	-	27
12129	Uses data signals and historical patterns to provide a high accuracy labor demand forecast and prescribe optimized scheduling to yield reduced labor expense without compromising service quality.	3/11/20	9/11/20	-	1
11850	A cloud based robo-advisory platform for commodity hedging.	9/20/19	9/19/20	-	2
SPARK Central - Lower Level Suite				8	8
2203	Online furniture inventory management that allows targeted retailer interaction.	10/1/19	9/30/20	8	8
SPARK Central - 3rd Floor Suite				19	28.5
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language and preferences.	10/1/19	9/30/20	3	3.5
8806	Turnkey passive home entry module.	10/1/19	9/30/21	6	5
8797	Off-the-shelf machine learning applications.	7/26/19	7/25/20	10	20
SPARK Central - 4th Floor Designated Desk				19	44.5
4803	An intuitive integrated display that retrieves medical data.	7/15/20	1/14/21	1	6
11661	Industry 4.0, smart inspection for manufacturing.	3/1/19	8/31/19	1	1
8588	An investment vehicle to purchase a small business.	8/1/17	1/31/18	1	1
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	3/18/20	9/18/20	1	1
8050	Employee engagement SaaS application.	12/1/17	5/31/18	5	12
11324	Human behavior prediction using artificial intelligence.	5/15/19	11/15/19	1	4
11738	Protects the shipment of business-to-business parcels via its IoT-enabled, reusable, traceable, and secure packaging solution.	9/27/19	9/26/20	1	3
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
8189	UAVs to detect methane at solid waste landfills.	2/1/20	6/30/20	4	7

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
11866	Platform that makes it easy to create and deploy web applications at scale.	9/19/19	9/18/20	1	1
11977	Interactive headphones that allow the user to unlock or send macros to their devices.	1/22/20	6/1/20	1	1
SPARK Central - 4th Floor Flex Desk				2	25
11635	A one-stop shop where customers can purchase all of their nightlife products in one place.	1/13/20	7/12/20	1	6
6835	Combustion cycle and injection technology.	3/6/20	9/6/20	1	19
SPARK East - Designated Desk				6	4
8912	Strategic Marketing Communications Agency.	7/17/19	1/17/20	4	1
11807	A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	8/27/19	7/7/20	1	2
11953	Test technology for color measurement in paint for quality control.	1/1/20	12/31/20	1	1
SPARK East - Flex Desk				4	7
8255	Communications software for business-to-business or business-to-consumer.	6/14/19	12/14/19	1	3
11172	Pharmaceutical to treat NASH and Vascular anomalies.	11/1/18	4/30/19	1	1
8636	Guided meditation and respiratory biofeedback application.	1/1/20	6/30/20	1	2
11905	An algorithm engine and platform that provides organizations with the ability to scale and commercialize their algorithms while protecting their intellectual property.	1/15/20	6/17/20	1	1
SPARK East - Virtual Desk				0	43
11723	A vibrating seat belt strap designed to prevent people from falling asleep while driving.	9/24/19	9/23/20	-	3
3965	Window products that let air in but keep the rain out.	12/1/17	12/31/18	-	1
11672	Reduce childhood obesity by developing a classroom fitness application.	6/1/19	12/1/19	-	1
11252	Two wheeled 'series hybrid' for developing markets.	3/21/19	9/21/19	-	1
8457	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	11/1/19	10/31/19	-	0.5
8366	Physiological performance data analytics company.	10/10/19	1/9/20	-	2.5
11967	Enhance the investment performance of institutional investors through the best execution of securities finance.	5/1/20	11/1/20	-	1
11880	In application music discovery competitions that reward listeners for competing and discovering new music.	10/29/19	4/28/20	-	0.5
3549	Disposable patient lifting system.	9/7/10	3/31/16	-	3
7531	Lactation simulation model and a breastfeeding education application.	9/10/19	9/9/20	-	4
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	8/26/19	-	3.5
8132	DNA/bioinformatics analysis and collaboration platform.	6/27/19	12/27/19	-	3
11770	A revolutionary way of buying, selling, investing and managing commercial real estate.	1/6/20	7/5/20	-	3
11312	Decentralized cryptocurrency exchange.	9/1/18	12/31/18	-	1

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
11985	Self-contained, pre-engineered and pre-configured, mobile, solar nanogrids with a variety of solutions inside the nanogrid.	1/13/20	7/13/20	-	8
11831	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/19	10/31/20	-	1
11606	An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	5/1/19	11/1/19	-	3
SPARK East - Suite				18	17
7591	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	6/1/19	12/1/19	8	8
7940	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	10/10/19	1/9/20	3	2
1782	Laser imaging systems integrator, for combustion diagnostics, materials and spectroscopic analysis.	3/15/19	3/15/24	7	7
Total (99 Companies)				91	344

Hosted Networking and Educational Events

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

Event Name	Event Date	# of Attendees	Purpose of Event
SPARK.ed - Session 3	4/8/20	14	Presented by Corey Fernandez of Humanergy focused on alignment and delegation, secure accountability and results.
Decision-Making in Difficult Times	4/15/20	62	Presented by Ted Dacko who provided tips and recommendations to help with specific challenges that your company may be facing.
Unpacking Government Resources Available to Small Businesses	4/16/20	79	Presented by Rehmann to help companies understand the details of new and updated policies as it pertains to the COVID-19 pandemic.
New Enterprise Forum	4/16/20	Sponsored	Panel discussion reviewing the COVID-19 pandemic and resources for small businesses and entrepreneurs, discussing the important financial and business resources.
SPARK.ed	4/22/20	16	Ted Dacko presents COVID-19, 15 Things You Can Do Over the Next 90 Days. Things that companies can do to prepare for the period when this pandemic is over and market opportunities return.
Getting Back to Work: Addressing post-COVID-19 Workplace Challenges	4/30/20	76	Presented by Bodman PLC. As organizations plan for a return to the workplace, there are numerous concerns regarding employment and safety that small businesses will need to address in response to COVID-19.
SPARK.tech	5/4/20	60	Discuss the idea and methods behind Lean Startup and why this approach is beneficial for early innovators and entrepreneurs, as well as the concept of building an ecosystem map to help companies determine the priorities of your stakeholders.

Event Name	Event Date	# of Attendees	Purpose of Event
SPARK.ed - Session 4	5/13/20	14	Presented by Corey Fernandez of Humanergy focusing on growing talent to scale and retain.
SPARK.tech	5/18/20	47	A workshop discussing customer discovery and how to get the most out of conversations to support commercializing your idea.
Mobility Meetup	5/22/20	64	A lunch-and-learn series where representatives from three mobility companies share how the industry is adapting, how their companies are evolving, and how these new solutions support the community-at-large.
SPARK.ed	5/27/20	7	Keith Crispen presents Year 1: Your Path Forward in the COVID-19 Environment.
SPARK.tech	6/1/20	22	A workshop discussing how to nail the value proposition and refining your elevator pitch.
Bringing Employees Back to Work: Creating Preparedness Plans	6/16/20	5	Bodman Law presents plans for developing your own workplace safety and preparedness plans around cleanliness, social distancing, PPE protocols, identifying employee risk classifications, exposure notifications, and employee leave options.
Blue Ocean Recovery: Growth in Times of Crisis	6/18/20	82	Presenter Renée Mauborgne, professor and bestselling co-author of Blue Ocean Strategy, to speak about how organizations can create new growth and turn constraints into opportunities in the face of these challenging times. As well as discussing strategic implications for the post-pandemic world.
Bodman: Employment Litigation: Identifying Risks of COVID Quarantine	6/23/20	6	Bodman Law presents a discussion webinar on safety plans, expanded leave allowances, employee training requirements, potential COVID-19 claims, and best practices.
SPARK.ed	6/24/20	14	Creating Culture in Your Company and Using it to Build Success, a presentation on how to define and visualize your company culture and how it can positively impact leading, hiring, onboarding, motivating, decision making, and more.
Pandemic Pivots: Ann Arbor Healthcare Startups Responding to COVID-19	6/29/20	15	A lunch-and-learn series where representatives from healthcare startups who pivoted their technology to support the pandemic spoke about how they successfully shifted to making products like PPE, ventilators, germicidal light innovations, and vaccines — pivoting their startup and technology to support the healthcare challenges in Michigan.
PPP Loan Forgiveness	6/30/20	12	Bodman Law presents how to navigate issues businesses may face when applying for Payroll Protection Program loan forgiveness.
Total (18 Events)		595	Average 35 attendees per event

Microloans

Number of loans currently outstanding:	10
Current total loan amount outstanding	\$512,997
Loan amounts repaid this fiscal year	\$9,002.12
Loans written off this fiscal year	\$0
Cumulative Jobs retained	97
Cumulative net Jobs created	37
Payment made back to LDFA this fiscal year	9002.12
Current balance of the microloan account	\$10,000

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	Investors	Total Amount
Venture Capital		\$1,700,000.00
4519	Capital Midwest, Tappan Hill, Belle MI, and Start Garden	\$1,700,000.00
Angel		\$3,156,000.00
7117	MAF, Irish Angels, and individuals	\$2,436,000.00
2203	Belle Michigan, MAF, Stateline, and individuals	\$190,000.00
12128	Unknown	\$200,000.00
4519	Michigan Angel Fund	\$330,000.00
MEDC (PSF, PSF 2.0, FSF, FCF, etc.)		\$535,000.00
7117	Invest MI, Red Cedar, and Detroit Innovate	\$475,000.00
2203	Ann Arbor SPARK and Invest Detroit	\$60,000.00
Total (4 Companies)		\$10,782,000.00

Software

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





1. Zendesk: \$1,125.00 (\$375.00/month) – Customer experience tool to help manage the incubators.

Integrated Marketing Plan



Marketing Performance Metrics | Q4

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 19 – 20, Q3	Compared to Last Quarter	Compared to Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	97,251	+ 43%	+5%
Video Views 	Video views on multiple platforms to reach wider audiences.	175,588	+ 58%	+26%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	1,097,036	+ 13%	+10%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	33,556	- 43%	-12%

Strategic Marketing and Communication Services

The newest addition to the SPARK services for our clients is strategic marketing and communication services. This is an in-house marketing strategy and service for our clients through the LDFA, dedicated to helping clients effectively reach their target audience. A few of the services offered through this expansion are strategy and planning, market targeting, support and advice on the execution of specific tactics, and connecting clients to additional community resources. This quarter there were a total of 185 sessions with 22 companies, 7 of them were new marketing clients.

Uniq ID	Service Provided	New Company	Sessions
8636	Marketing Needs Assessment, Marketing Resources and Educational Materials, Marketing Referral, Strategic Marketing Session, Content Review and Edits,	1	10
8457	Strategic Marketing Session, Internal Account Collaboration	0	3
8393	Strategic Marketing Session, Content Development, Marketing Resources and Educational Materials	0	16
8255	Strategic Marketing Session, Content Review and Edits	0	13
8209	Marketing Referral	0	1
7940	Marketing Needs Assessment, Marketing Referral	1	2
7531	Content Development, Strategic Marketing Session, Marketing Referral, Content Review and Edits	0	11
6977	Strategic Marketing Session, Content Development, Content Development; Content Review and Edits, Marketing Resources and Educational Materials	0	48
2203	Marketing Needs Assessment, Content Review and Edits, Content Development, Strategic Marketing Session, Marketing Resources and Educational Materials	1	9
12763	Marketing Needs Assessment, Marketing Referral	1	2
12128	Marketing Needs Assessment, Marketing Referral	1	2
12098	Strategic Marketing Session, Content Development, Content Review and Edits	0	5
12082	Marketing Needs Assessment, Strategic Marketing Session, Content Review and Edits, Content Development	1	8
12036	Strategic Marketing Session, Content Development, Marketing Resources and Educational Materials	0	17
11985	Internal Account Collaboration	0	1
11944	Strategic Marketing Session, Marketing Resources and Educational Materials, Internal Account Collaboration, Marketing Referral, Content Review and Edits	0	21
11943	Content Development and Content Review and Edits	0	1
11900	Marketing Needs Assessment, Marketing Referral	1	3
11851	Strategic Marketing Session	0	1
11606	Strategic Marketing Session, Internal Account Collaboration	0	2
11248	Strategic Marketing Session	0	2
11212	Internal Account Collaboration, Content Development	0	7
Total (22 Companies)		7	185

Lenawee Now

Our satellite accelerator Lenawee NOW located in Adrian, Mich. has been included on Ann Arbor SPARK's 15-year LDFA extension as a SmartZone. Their office is involved in SPARK's entrepreneur services weekly pipeline meeting, boot camp, MEDC gateway, and our services as a whole. Thus, the following is a few takeaways from their performance over the last quarter.

Business Accelerator Intake [Phase I]

3 Total requests received
2 Requests non-tech
1 Qualified lead

Company Created

Uniq ID	Company Description
1055	Face mask manufacturing.

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

None during this quarter.

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

None during this quarter.

Talent Programs

Lenawee NOW does not have an EIR program but utilizes the members of their LION fund to assess early stage projects.
Lenawee NOW does not have an intern matching program.

Hosted Events

None during this quarter.

Capital Raised

Lenawee NOW's portfolio companies did not raise any private capital this quarter. In order to meet this metric Lenawee Now uses sales. To date we have used the sales numbers for Vision Marine, which had sales for the quarter for a total of \$0.

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.

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.