

Third Quarter 2016-2017

\$205K
Support
for
companies



92
Companies
Served



6
Companies
Created



28
jobs created

289
current FTEs

Jobs



307
Event
Attendees



**Funds
Raised
\$49 M**
investments & grants

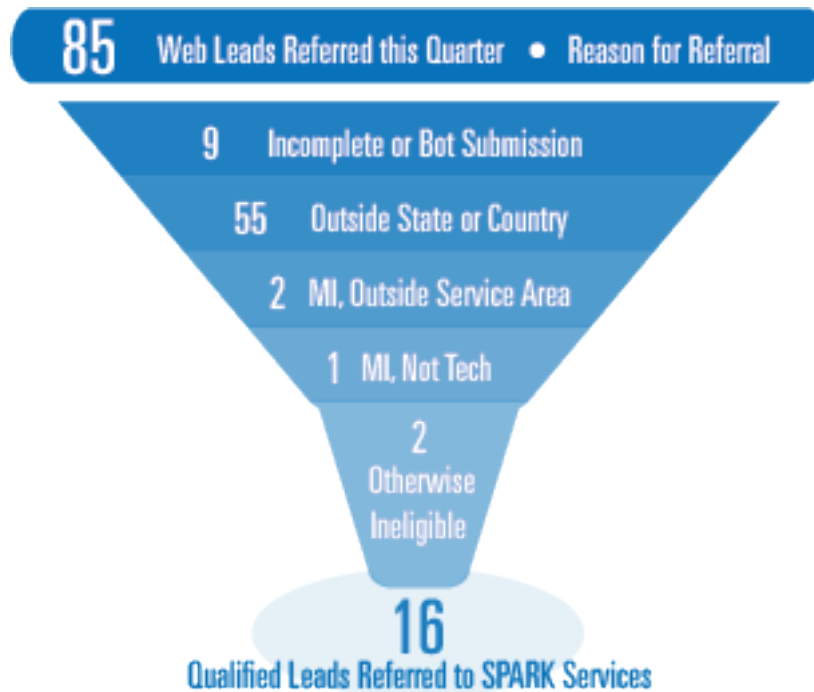
Ann Arbor SPARK works to advance the economy of the Ann Arbor region by establishing the area as a desired place for business expansion and location... by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.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

SPARK@nn arbor usa

Ann Arbor-Ypsilanti Smart Zone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: January 1, 2017 – March 31, 2017

Business Accelerator Intake – Phase I



Companies Created

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

Uniq ID	Company Description
8368	Remote PT training, education and tracking solution.
8064	High energy density lithium-ion flexible batteries.
8205	Quantitative, non-invasive digital knee assessment tool that improves accuracy of traditional subjective tests.
8189	UAVs to detect methane at solid waste landfills per EPA quarterly test requirements.
8228	Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.
7816	Application to detect, quantify, and in many cases automatically fix inefficiencies in large-scale, enterprise software systems.

Work Accomplished

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

The following companies received Business Acceleration Grant support:

Uniq ID	Company Description	Project Description	FTEs	Billed Support
2203			6.5	\$10,000
	Online clothing inventory management that allows targeted retailer interaction.	Support work, API integrations, and reporting for initial client integrations and pilots.		\$5,475
				\$4,525
3151			3	\$1,757
				\$441
	Wireless sensing, analysis and optimization of residential and commercial electricity use.	Patentability analysis and domestic utility patent application.		\$756
				\$182
				\$378
4132			5	\$9,938
	A medical device for the field of histology that automates a process used in tissue diagnostics.	Series A support, employment documents for key hires, amend operating agreement, cap table.		\$9,938
4432			2	\$8,890
		Drafting of TOS, university license negotiation.		\$2,730
		Trademark Registration.		\$331
		Evaluate the proposed HIPAA-compliant infrastructure.		\$2,099
	Life science research recruiting software.	Design marketing materials: brochures, flyers, posters, online ads.		\$188
		International trademark registration.		\$58
				\$785
		Operational contract creation and commercial contract review.		\$2,160
				\$540
4821			1.5	\$8,500
	Medical imaging platform for ophthalmologists.	Delivery of v1.0 functional web app that can interface with mobile app.		\$4,500
				\$4,000
6545			2	\$10,173
	Software platform applies predictive analytics to strategic decisions regarding IP management.	Post penetration test security and recovery enhancements.		\$10,000
		IP protection, corporate conversion, and initial commercial agreements.		\$173

Uniq ID	Company Description	Project Description	FTEs	Billed Support
7201			2	\$5,000
	Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	Development of clickable demo to utilize in investor and prospect presentations.		\$5,000
7374			1	\$14,435
		Brand evaluation and strategy in support of website redesign.		\$2,000
		Models and animations for sales content.		\$1,325
		Non-provisional patent application, review Google patents, create a continuation-in-part of prior application.		\$5,700
	Augmented reality app for immersive digital experiences based on children's books.			\$288
		Revised operating agreement, contract review and negotiations for partnership agreement with GWN.		\$1,727
				\$2,286
		Website rebuild work.		\$750
		Modeling and animation for sample cards, graphic and visual design services.		\$360
7531			4	\$1,000
	Lactation simulation model and a breastfeeding education app.	Realistic computer generated animations.		\$1,000
7586			3.5	\$750
	Application to track and coordinate IVF procedures to assist patients.	Corporate formation package.		\$750
7656			2	\$4,240
	Platform matching corporations and law firms with vendors who provide ancillary legal services.	Create three videos for lead generation, two videos for customer onboarding, and white papers from industry-recognized authors for content marketing. Update website to improve design and lead-gen functionality.		\$3,600
		Create videos for general marketing collateral and social media content.		\$640
7680			3	\$750
	Big Data Intelligence-as-a-Service platform built for credit unions & community banks.	Company formation, contractor agreement, and equity grant documents.		\$750
7728			4	\$1,800
	Motion based simulator products, including racing and flight simulators.	Website design and development, SEO, and SEM.		\$1,800
7754			1	\$115
	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	Draft employment contracts.		\$115

Uniq ID	Company Description	Project Description	FTEs	Billed Support
7772			3	\$2,120
	Cloud computing that runs parallel libraries resulting in large speedup.	Key business development tasks. Value proposition, business plan, revenue model, and go-to-market model development. Support investor meetings as they come up. Develop IP strategy.		\$225 \$675 \$150 \$350
		Accounting system setup and implementation.		\$720
7796			3	\$5,000
	Mobile game developer.	Launch video.		\$5,000
7888			4	\$788
	Device which clips onto strength training equipment and captures and interprets strength training data in real-time.	Website design, UI/UX, and marketing collateral design.		\$788
7927			2	\$1,419
	Mobile platform for connecting people with the same chronic conditions.	Intellectual property matters.		\$1,419
7975			2	\$2,620
	Smartphone case with built-in wireless earbuds and 80% extra battery life.	Product renderings and CGI product video creation		\$2,620
8001			2	\$4,500
	Radiation measurement and display enabled by modern technologies.	Accounting system setup and design.		\$500
		Website design and development.		\$4,000
8026			2	\$4,861
	E-Commerce universal discount at point of purchase system.			\$4,861
8028			2	\$345
	Online platform for Festivals, vendors and attendees to share data and ideas.	Revise vendor contract.		\$345
8029			0.5	\$3,000
	Med device to fight obesity.	Resumes of suitable and interested CEO candidates.		\$3,000
8041			3	\$7,334
	Proprietary process for joining of dissimilar materials (aluminum-to-advanced high strength steel).	IP strategy planning, patentability search, filing preparation, strategic partnership agreement strategy and execution.		\$7,334
8090			3	\$440
	Cell-based assays designed for drug screens for carcinoma drug R&D.	Accounting system setup.		\$440
8122			2	\$990
	Platform for pharmacies and physicians' offices to source prescription drugs.	Business method patent filing (provisional and full).		\$505 \$485

Uniq ID	Company Description	Project Description	FTEs	Billed Support
8133			3	\$6,000
	Virtual Private Networking as a Service.	Web application development.		\$6,000
8155			2.5	\$1,683
	App that helps swimmers achieve their fitness goals.	Negotiate strategic relationship with Garmin.		\$1,683
8187			1	\$3,528
	Disintermediated, app and web based, entity-to-entity trading platform for transportation services.	Go to Market strategy.		\$2,700
		Trademark search and registration.		\$828
8196			1.5	\$1,315
	Website that tracks homework and practice tests for people who are preparing for the LSAT.	Corporate formation package, employer agreements.		\$238
				\$1,078
8205			1	\$4,000
	Quantitative, non-invasive digital knee assessment tool that improves accuracy of traditional subjective tests.	Product video.		\$4,000
8209			3	\$2,250
	Crowd-gifting platform designed specifically for Latin Americans and their families.	Marketing collateral design.		\$2,250
8230			1	\$5,000
	Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.	Web app development.		\$5,000
8248			2	\$5,340
		Commercial agreements, international patent, and logo trademark.		\$3,500
	Vacuum powered accessory mounting base for use on aluminum truck roofs.	PPT deck design.		\$150
		Marketing strategy and investor materials.		\$1,000
		Create pilot agreement.		\$690
8368			2	\$6,000
	Remote PT training, education and tracking solution.	Impellia AR product technology video.		\$6,000
Total (35 Companies)			86	\$145,879

SPARK Central Innovation Center

Ground Floor – *Pre-Seed Stage*

Incubator clients are charged a license fee per seat, or person(s) using the space. Throughout the quarter, there have been a total of 11 companies occupying 16 of the 24 designated incubator seats. Exit dates may have passed as some clients have a month-to-month arrangement.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	12/1/15	1/31/17	5	7
7275	Online personal family assistant and organization / coordination tool.	1/1/15	3/31/17	1	4.5
7374	Augmented reality app for immersive digital experiences based on children's books.	2/1/15	1/31/17	1	1
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	8/1/15	1/31/17	1	2
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	7/1/16	1/1/17	1	2
7982	Drug discovery SaaS product.	3/20/17	9/19/17	1	2
7666	Platform to provide video conference for patient care by medical providers.	7/1/16	1/31/17	1	4.5
7620	Software and simple hardware to integrate, retrieve and update personal identity information.	3/1/17	7/31/17	1	2
8359	Device identification technology to help the digital display advertising world more effectively target audiences.	2/15/17	8/15/17	2	2
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	10/27/15	4/27/16	1	1
8187	Disintermediated, app and web based, entity-to-entity trading platform for transportation services.	1/16/17	7/16/17	1	1
Total (11 Companies)				16	29

Third Floor – *Seed Stage*

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

Uniq ID	Company Description	Start Date	Exit Date	Incubator Space	FTEs
7696	SaaS claim analytics, administrative support and dashboard for insurance brokers.	2/1/17	8/1/17	Suite 3F	6
7336	Supply chain software.	11/16/15	11/15/16	Suite 3C	11

Fourth Floor– *Growth Stage*

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

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
492	Internet-based business intelligence for independent bookstores.	10/24/16	1/6/17	15	18.5
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	2/1/17	7/31/17	1	2
8001	Radiation measurement and display enabled by modern technologies.	12/12/16	6/10/17	1	2
8037	Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.	9/6/16	9/6/17	3	1
8116	Social media listening and analysis software utilizing machine learning.	9/1/16	2/28/17	3	9
7341	Conversational IVR platform that combines voice, mobile messaging, and location based services.	2/1/16	7/31/16	2	2
8305	Self-serve ETL platform, which enables data cleansing with no IT involvement.	1/12/17	7/12/17	1	4
7713	High accuracy, high precision maps of road networks for use in autonomous driving vehicles.	11/1/16	5/31/17	7	6
8047	Industrial Internet of Things software suite.	10/10/16	4/10/17	1	1
8206	Personality testing insights for kids aged 7-13.	9/16/16	3/16/17	2	2
7748	Proprietary Web-based reporting platform to build analytical, predictive reporting tools.	1/11/16	1/11/17	1	1
5601	Digital content aggregation and distribution.	11/1/16	5/31/17	1	1
4472	An online platform that empowers college students to showcase their work and skills to employers.	9/8/15	3/8/16	4	13
Total (13 Companies)				42	62.5

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

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.

Uniq ID	Company Description	Start Date	Exit Date	FTEs
8090	Cell-based assays designed for drug screens for carcinoma drug R&D.	2/9/17	8/8/17	3
8255	Communications software for B2B or B2C.	11/1/16	10/31/17	2
7143	Games to discover the rules of organic chemistry.	1/1/16	1/31/17	1
4132	A medical device for the field of histology that automates a process used in tissue diagnostics.	8/1/16	1/1/17	5
8133	Virtual Private Networking as a service.	8/1/16	1/1/17	3
8060	Renewable electric generation system for large trucks: Converts the kinetic energy of a moving vehicle into electricity.	7/1/16	1/1/17	6
1282	Technologies for integrated and standardized assessments of blood damage/red blood cells.	7/1/10	3/31/16	4
2203	Online clothing inventory management that allows targeted retailer interaction.	11/2/16	5/2/17	6.5
8235	New technology process for the brazing of automotive aluminum core piping.	10/1/16	3/1/17	0.5
8196	Website that tracks homework and practice tests for people who are preparing for the LSAT.	12/16/16	6/16/17	1.5
7830	Promotes employment and social enterprise in the state’s most distressed urban areas.	12/10/15	6/10/16	1
7046	Electronics-based metering and power line communication.	4/1/14	1/1/16	1
7728	Motion-based simulator products, including racing and flight simulators.	10/15/15	2/28/17	4
7975	Smartphone case with built-in wireless earbuds and 80% extra battery life.	12/6/16	6/6/17	2
2679	Development of therapies for treatment of bone-related conditions in animals.	6/15/15	6/30/16	3
6356	A new marketing-based, platform-agnostic, real-time media alert solution.	2/1/13	2/28/17	1
7466	App for helping millennials create savings plans with banks.	3/1/15	3/31/17	6
3221	Advanced software solutions for sewer modeling to municipalities and engineering consultants.	3/1/12	1/1/16	4
8047	Industrial Internet of Things software suite.	9/1/16	9/1/17	1
8026	E-Commerce universal discount at point of purchase system.	2/14/17	8/14/17	2
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	9/19/16	3/19/17	3

Uniq ID	Company Description	Start Date	Exit Date	FTEs
7153	Brain imaging service for development of medications or devices for the central nervous system.	7/1/14	6/30/17	1
7747	Help experts with differentiated value proposition to commercialize and monetize their IP.	10/20/15	1/31/17	1
7586	Application to track and coordinate IVF procedures to assist patients.	12/15/16	12/14/17	3.5
5557	Digital marketing intelligence.	7/1/12	6/30/16	4
8028	Online platform for festivals, vendors, and attendees to share data and ideas.	9/16/16	3/16/17	2
8205	Quantitative, non-invasive digital knee assessment tool that improves accuracy of traditional subjective tests.	10/10/16	4/30/17	1
6680	Digital entertainment company, focused on creating dynamic stories with an emphasis on female characters.	1/18/17	3/18/17	1
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions.	5/13/11	1/1/16	2.5
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	8/1/16	12/31/17	2
3637	Therapeutic for treatment of retinal diseases.	8/1/13	1/31/17	4
2821	Firmware app for collecting/analyzing multiple patient parameters in a real time ICU.	9/1/10	2/28/17	3
7752	SMB analytics and innovative mobile consumer/business interaction.	11/2/15	4/30/16	3
8187	Disintermediated, app and web-based, entity-to-entity trading platform for transportation services.	10/17/16	1/16/17	1
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	-
7680	Big data Intelligence-as-a-Service platform built for credit unions & community banks.	1/26/17	7/26/17	3
Total (36 Companies)				92.5

Hosted Networking and Educational Events

This quarter's events are broken down by month in the following tables. All event took place at the SPARK Central Innovation Center unless otherwise noted. In total, 307 people attended events, 202 of whom were entrepreneurs.

January

Event Name	Date	Approximate # of attendees		Purpose of Event
		Entrepreneurs	Total	
FinTech Meetup	1/18/17	20	20	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skills levels are welcome.
Tech Trek Planning Luncheon	1/26/17	50	50	A luncheon for 2016 Tech Trek participating companies to plan for the upcoming 2017 Tech Trek.
Talent Connect	1/19/17	N/A	N/A	Event to help tech companies find talent in Ann Arbor.
Innovation in Action	N/A	N/A	N/A	The Innovation in Action competition harnesses the talents of Michigan students to address real-world problems.
NLP Meetup	1/31/17	42	42	Group for all Natural Language Processing (NLP) and Machine Learning (ML) researchers, students, practitioners and enthusiasts in the Ann Arbor and Detroit Areas who want to get together and discuss their interests and stay up-to-date on the latest developments in those fields.
Total		112	112	

February

Event Name	Date	Approximate # of attendees		Purpose of Event
		Entrepreneurs	Total	
Mighty Good Coffee	2/5/17	N/A	N/A	Beverages for LDFA Events
All Client and Staff Luncheon	2/24/17	28	40	Luncheon for staff member moving on from his position.
Get Downtown Program - Commuter Challenge	2/24/17	N/A	N/A	Sponsorship - The Commuter Challenge is an online commuting competition open to Ann Arbor area employees during the month of May. Bus, walk, bike, carpool, vanpool--whatever you choose the Commuter Challenge makes alternative commuting fun and easy!
Total		28	40	

March

Event Name	Date	Approximate # of attendees		Purpose of Event
		Entrepreneurs	Total	
Orchestrstructure Meetup	3/29/17	11	21	Representing the Orchestration of Infrastructure, this group is for anyone remotely interested in what it takes to build, manage, and orchestrate modern infrastructure systems. We'll talk about everything from containers to cloud including topics around clusters, networking, storage, load balancing, and more!
Concentrate Media Lunch	3/9/17	0	12	Roundtable discussion with media to discuss how we can promote the Ann Arbor tech community
A2 Mobility meetup	3/27/17	13	50	The purpose of our group is to create a face-to-face community of people interested in mobility tech around Ann Arbor. Connected, automated, and autonomous vehicles will change the way we access live, and we're focused on learning and connecting with others on this.
BioArbor	3/8/17	38	72	Join BioArbor at Menlo Innovations for a panel discussion on how to create a positive and motivating culture in your company. Learn how the panelists successfully created a great culture for their organizations
A2 NewTech	3/21/17	63	75	The Ann Arbor New Tech meetup welcomes members from any school, sector, or industry function (e.g. entrepreneurs, technologists, investors, lawyers, marketers, students, bloggers, etc.) interested in local high-tech startups
R Meetup Weekend	3/4/17	25	45	Weekend workshop to learn the R language
Intermittent	n/a	N/A	N/A	The Intermittent event series inspires the creative and excites the innovative by showcasing the confluence of art and technology. We provide a platform for people of diverse talents, backgrounds, and industries to explore and celebrate the process of discovery.
MHacks	3/24/17	N/A	N/A	MHacks is a 36-hour hackathon run by University of Michigan students. At MHacks, we want to help you to turn your ideas into reality.
Total		62	155	

Microloans

As of 3/31/17

LDFA Funds received	\$1,100,000
Microloans Disbursed	\$(1,498,461)
Repayments	\$542,190
Misc. Expenses	\$(6,036)
Bank Balance	\$137,693

Number of Loans to Date	Total Value of Loans Provided to Date	# Of Loans Written Off in Full	# Of Loans Partially Written Off	Value of Loans Written Off – Including Interest	Loans Paid Back in Full	Partial Payments of Loans	Loan Amount Repaid to Date – Including Interest
46	\$1,498,461	11	7	\$703,191	8	9	\$542,190

Microloan Notes:

- Total loans due is \$733,799, including interest accrued through 3/31/2017.
- Amount available to return to the LDFA is \$137,693.
- Total current FTE for microloan companies: 120.
- Jobs retained during the term of the loans: 97, net jobs created: 23.
- 1 loan was disbursed to HT Mobile Apps, \$25,000.
- No loans were approved for disbursement.

Loan disbursed this quarter:

Uniq ID	Company Description	Use of Funds	Debt at Cost
7466	App for helping millennials create savings plans with banks.	Enable launch of Plinqit1.0 at the first live users over the next 30 days to get the data needed to support raising \$500,000.	\$25,000

Internship & Entrepreneur-In-Residence Programs

Entrepreneur-In-Residence Program

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

Uniq ID	Company Description	Billed Support	FTEs
4132	A medical device for the field of histology that automates a process used in tissue diagnostics.	\$1,178	5
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each other.	\$230	3
7888	Device which clips onto strength training equipment and captures and interprets strength training data in real-time.	\$10,600	4
Total (3 Companies)		\$12,008	12

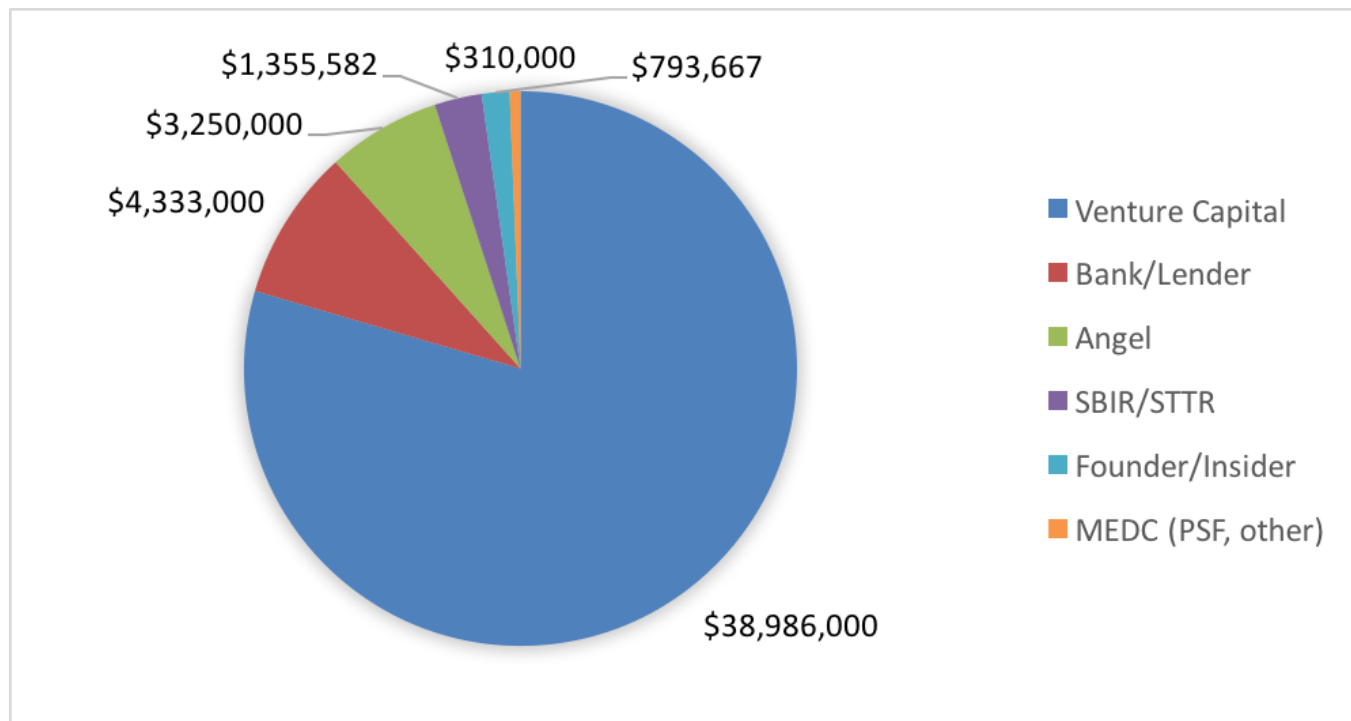
Intern Program

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

Uniq ID	Company Description	Billed Support	FTEs
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	\$9,175	7
7201	Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	\$15,450	2
7448	Private interactive 24-hour assistance to those with substance abuse disorders.	\$2,000	7
7674	Platform of sensors, software, and analytics that will harvest key data from manufacturing machines, processes, and people, and translate it to actionable intelligence.	\$2,500	1
7714	Customized intelligence system - intelligent personal assistants for custom applications.	\$5,000	6
7885	Mobile and web-based applications providing on-demand lawn care and snow removal services.	\$4,800	9
7940	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	\$1,625	2
8001	Radiation measurement and display enabled by modern technologies.	\$2,565	2
8041	Proprietary process for joining of dissimilar materials (aluminum to advanced high strength steel).	\$2,545	3
8255	Communications software for B2B or B2C.	\$6,000	2
8286	Website built to match job seekers with startup jobs	\$2,000	2
Total (11 Companies)		\$53,660	43

Capital Raised

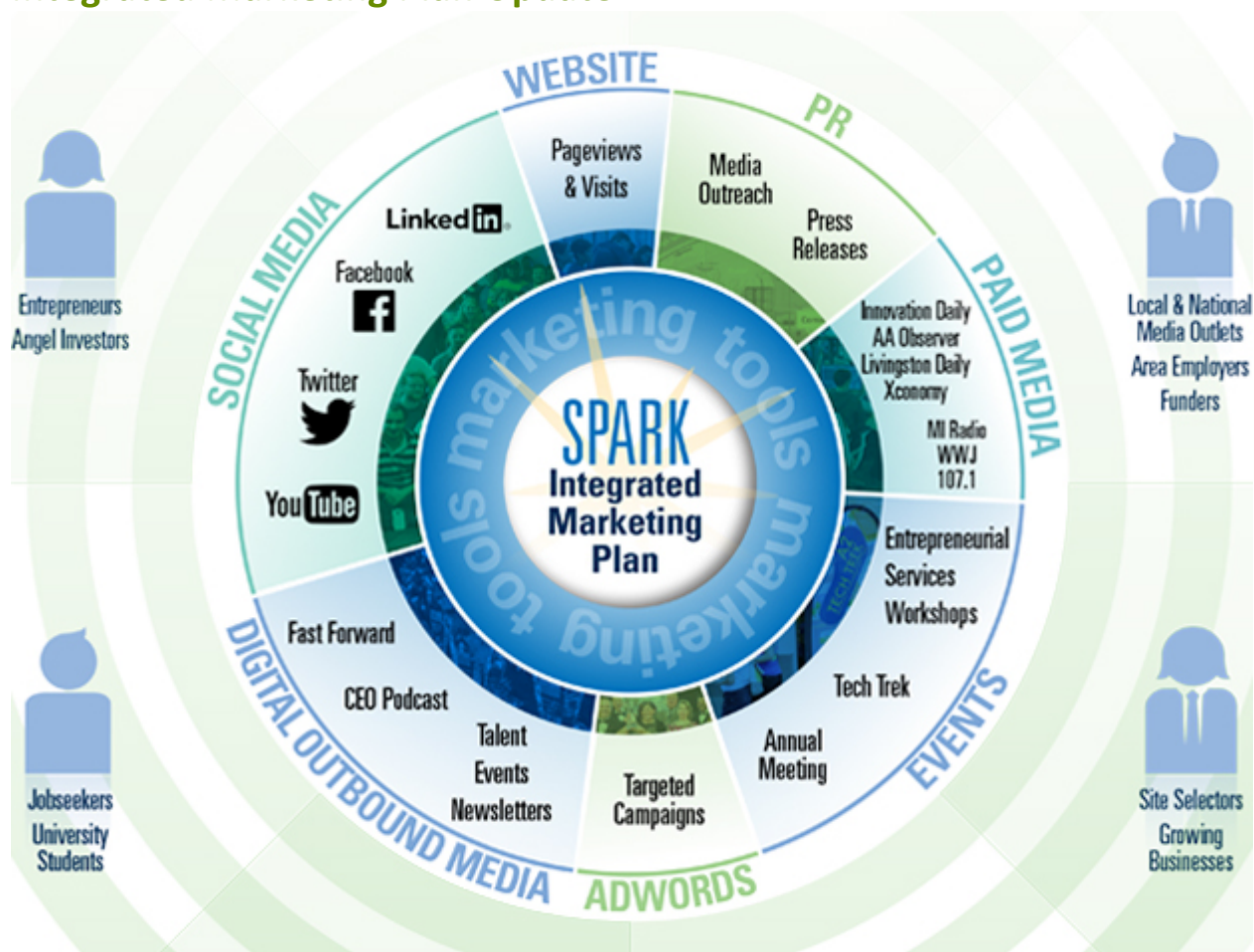
Capital transactions reported this quarter are more numerous than other quarters due to the inclusion of data captured by the annual survey. The following table lists transactions reported by companies previously served by LDFA funded programs:



Uniq ID	Company Description	Transaction Details, if Available	Total Amount
Venture Capital			\$38,986,000
3644	Supercritical carbon dioxide (scCO2) to cut and form metal.	Series B: MINTS, Amherst Fund	\$1,250,000
3637	Therapeutic for treatment of retinal diseases.	Series B: Angels, RBV Capital, Santen Pharmaceuticals	\$6,500,000
4471	Software that optimizes reward program participants' behaviors.	Bridge: North Coast, Blue Water Angels, MAF, other	\$486,000
4544	Pharmaceutical for treatment of adrenal cancer.	2nd closing of Series B Preferred - VCs	\$23,000,000
7714	Customized intelligence system - intelligent personal assistants for custom applications.	Drive Capita, Hyde Park Ventures, Cahoots Ventures, others	\$6,300,000
7714	Customized intelligence system - intelligent personal assistants for custom applications.	eLab and Cahoots Ventures	\$1,450,000
Angel			\$3,250,000
3368	SaaS model software to help companies find and access grants, and collaborate.	N/A	\$1,050,000
4803	An intuitive integrated display that retrieves medical data.	N/A	\$200,000
6522	Development and implementation of online negotiation systems for courts and constituents.	NetCapital, Belle MI, UM Social Fund, other angels	\$2,000,000

Uniq ID	Company Description	Transaction Details, if Available	Total Amount
SBIR/STTR			\$1,355,582
1282	Technologies for integrated and standardized assessments of blood damage/red blood cells.	NIH/NHLBI SBIR phase 1	\$73,560
1282	Technologies for integrated and standardized assessments of blood damage/red blood cells.	FDA SBIR Phase 1	\$107,022
4167	An intubation device that is easy-to-use and improves first-pass success rates for inexperienced practitioners.	NIH and ETF	\$175,000
4076	Ophthalmic pharmaceuticals for vision loss due to photoreceptor cell death.	Commercialization Readiness Pilot (CRP) grant of approximately \$1.0 million from the National Eye Institute (NEI) to continue advancement of ONL1204	\$1,000,000
Bank/Lender			\$4,333,000
1471	Acrylic sign lighting technology.	JP Morgan Chase, 10 year	\$2,600,000
4544	Pharmaceutical for treatment of adrenal cancer.	Comerica Bank: Refinancing of \$4M existing loan	\$1,733,000
MEDC (PSF, other)			\$310,000
1796	Internet-based medical records service.	SPARK BA Grant	\$10,000
6285	Autonomous aerial vehicle software.	DOE	\$250,000
4167	An intubation device that is easy-to-use and improves first-pass success rates for inexperienced practitioners.	Invest Michigan	\$50,000
Founder/Insider			\$793,667
1796	Internet-based medical records service.	N/A	\$76,667
1796	Internet-based medical records service.	N/A	\$120,000
444	Conductive coatings for medical devices used in cardiology, neurotechnology, and research.	N/A	\$335,000
1286	Ocular diagnostics for metabolic diseases.	N/A	\$187,000
279	Therapeutic drug for heart failure.	N/A	\$75,000
Total (23 Transactions)			\$49,028,249

Integrated Marketing Plan Update



Metric	Actual	Goal	Percent	Rationale for Annual Goal
Newsletter Open Rate (Avg)	22%	20%	2% Above Goal	Beat industry standard (18%) by 2%. *Not cumulative
Entrepreneurial Services Webpage Views	68,921	59,211	116%	Increase Page Views to ES by 3,000 annually above 2013-2014 fiscal year.
Webpage Visits by Ann Arbor Residents	49,208	74,072	66%	Increase visits to the website from Ann Arbor overall by 5,000 annually over 2013-2014 fiscal year.
Social Media Referrals	5,728	4,297	133%	Increase visits from Ann Arbor to website from social media by 500 visits above 2013-2014 fiscal year.
Video Views	6,919	5,506	126%	Increase video plays from Michigan by 500 annually above 2013-2014 fiscal year.
PR Views & Hits	25,709	25,000	103%	Increased mentions of Ann Arbor startups in local, regional, and national news publications.

Methodology

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

Initial Data Entry

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

Retained FTEs

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

Current FTEs

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

Annual Survey

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

Jobs Created

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

Software

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

1. **In4Grants:** \$3,750 – Quarterly payment. Grant research, application, and coordination software available to all incubator and accelerator clients for free.

Glossary

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

Companies Served

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

Full-Time Equivalent

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

Jobs Created

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

Jobs Retained

Number of jobs retained by the companies that contractor served or are incubator clients; does not include contract positions. Basically, this 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.