

# Second Quarter 2016-2017

**\$195K**  
Support  
for  
companies



**98**  
Companies  
Served



**9**  
Companies  
Created



**34**  
jobs created

**329**  
current FTEs

**Jobs**



**463**  
Event  
Attendees



**Funds  
Raised**  
**\$3.8 M**  
investments & grants

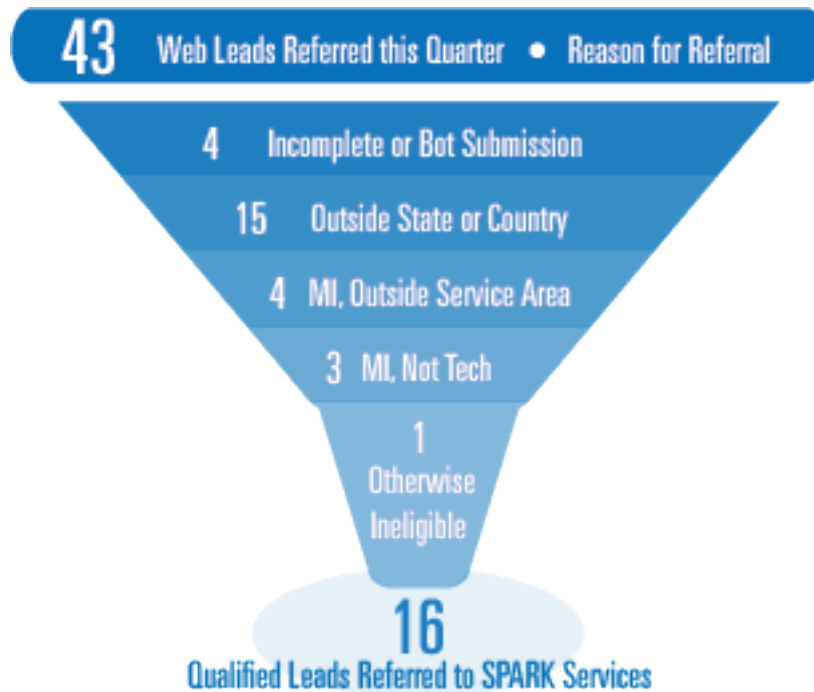
Ann Arbor SPARK works to advance the economy of the Ann Arbor region by establishing the area as a desired place for business expansion and location... by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.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

**SPARK@nn arbor usa**

# Ann Arbor-Ypsilanti Smart Zone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: October 1, 2016 – December 31, 2016

## Business Accelerator Intake – Phase I



## Companies Created

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

Uniq ID	Company Description
8230	Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.
7586	Application to track and coordinate IVF procedures to assist patients.
8090	Cell-based assays designed for drug screens for carcinoma drug R&D.
8271	Evidenced Health Risk Appraisal (HRA) program and services.
8028	Online platform for Festivals, vendors and attendees to share data and ideas.
7704	Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring and analysis.
8192	Smart device for elderly people to help them age smartly.
8326	Intelligent software for self-driving automobiles.
8037	Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.

## 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
1041			5	\$5,000
	Core lasers, and laser-based systems, which can provide the necessary light source for directed infra-red countermeasure systems, explosive detection devices, and intravascular diagnostic tools.	Customer discovery assessment, identify potential strategic partnerships.		\$5,000
1282			4	\$9,800
	Technologies for integrated & standardized assessments of blood damage/red blood cells.	Prototype reliability software improvements.		\$9,800
3151			3	\$1,362
	Wireless sensing, analysis and optimization of residential and commercial electricity use.	Patentability analysis, and domestic utility patent application.		\$473
				\$889
4228			15	\$1,475
	Advanced gamma ray detection and imaging devices based on wide band-gap semiconductor materials.	Strategic business consulting.		\$1,475
4432			2	\$6,716
		Drafting of terms of service, university license negotiation.		\$980
		Trademark Registration.		\$1,190
				\$285
	Life Science research recruiting software.	Evaluate the proposed HIPAA-compliant infrastructure.		\$348
		Design marketing materials: brochures, flyers, posters, online ads.		\$2,448
				\$1,050
		International trademark registration.		\$225
				\$190
4519			7	\$1,300
	Platform giving independent app publishers technology for customized native ads and access to advertisers.	Sales plan, business development, lead generation plan, sales/partnership presentation materials, go-to-market plan prioritization.		\$1,300
4821			1.5	\$4,123
		Provisional patent application.		\$798
	Medical imaging platform for ophthalmologists.	Industrial design and development of enclosures for PCB.		\$325
		Delivery of v1.0 functional web app that can interface with mobile app.		\$3,000

Uniq ID	Company Description	Project Description	FTEs	Billed Support
<b>6535</b>			2	\$1,950
	Solar energy customized solutions.	Assist with business development, and building sales team.		\$1,950
<b>6545</b>			2	\$7,289
		IP protection, corporate conversion, initial commercial agreements.		\$1,161
	Software platform applies predictive analytics to strategic decisions regarding IP management.			\$508
		QuickBooks setup and training, review financial documents, tax assistance.		\$920
		Foundational marketing plan.		\$1,450
				\$3,250
<b>7202</b>			2	\$4,500
	Sports fandom competition, tracking and social media integration smart phone app.	Promotional video and investor pitch.		\$2,000
		Develop pricing models, point systems for teams, sponsors.		\$2,500
<b>7374</b>			1	\$7,884
				\$169
		Models and animations for sales content.		\$513
				\$300
				\$800
	Augmented reality app for immersive digital experiences based on children's books.	Product/team photos and sales video.		\$900
		Website rebuild work.		\$750
		Brand evaluation and strategy in support of website redesign.		\$2,000
				\$1,213
		Modeling and animation for sample cards, graphic and visual design services.		\$715
				\$525
<b>7448</b>			6	\$8,370
	Private interactive 24-hour assistance to those with substance abuse disorders.	Packaging the coaching side of the platform.		\$5,093
				\$3,278
<b>7531</b>			5	\$1,000
	Lactation simulation model and a breastfeeding education app.	Video production to support animations and product improvement.		\$1,000
<b>7656</b>			3	\$2,750
	Platform matching corporations and law firms with vendors who provide ancillary legal services.	Create 3 videos for lead generation, 2 videos for customer onboarding, white-papers from industry-recognized authors for content marketing. Update website to improve design and lead-gen functionality.		\$2,750
<b>7704</b>			0	\$750
	Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring and analysis.	Corporate formation package.		\$750

Uniq ID	Company Description	Project Description	FTEs	Billed Support
<b>7714</b>			6	\$2,500
	Customized Intelligence System - Intelligent Personal Assistants for Custom Applications.	Sales, marketing, and business development assistance.		\$2,500
<b>7728</b>			4	\$8,305
	Motion based simulator products, including racing and flight simulators.	Establish inventory system, updating financial models for pivot, financial consulting during fundraising.		\$2,505
		Website design and development, SEO, SEM.		\$1,800
		Negotiating logistics relationships and putting systems in place.		\$4,000
<b>7754</b>			1	\$230
	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	Draft employment contracts.		\$230
<b>7772</b>			2	\$1,275
	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.		\$125
				\$350
				\$300
				\$500
<b>7796</b>			3	\$5,000
	Mobile game developer.	Launch video.		\$5,000
<b>7815</b>			1	\$1,360
	Online learning platform for contract lawyers.	Develop a sales and marketing plan.		\$1,360
<b>7888</b>			4	\$309
	Device which clips onto strength training equipment and captures and interprets strength training data in real-time.	Website design, UI/UX, marketing collateral design.		\$309
<b>7929</b>			5	\$4,200
	Platform to enable people with dietary restrictions to discover places, recipes, and products that fit their lifestyle.	iOS Mobile Development, User Flag Feature + Fixes.		\$4,200
<b>7975</b>			2	\$4,600
	Smartphone case with built-in wireless earbuds and 80% extra battery life.	US Non-Provisional Patent Filing, PCT Worldwide Patent Filing.		\$4,600
<b>8037</b>			1	\$1,523
	Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.	Trademark search and registration.		\$1,523
<b>8064</b>			1	\$3,000
	High energy density lithium-ion flexible batteries.	Provisional patent application.		\$3,000

Uniq ID	Company Description	Project Description	FTEs	Billed Support
<b>8081</b>			4	\$5,482
	Clothes for small men.	Building and optimizing paid advertising strategy.		\$3,013 \$2,469
<b>8088</b>			7	\$5,800
	Automated biomechanical analysis system anchored by advanced imaging technology.	Corporate formation package, license agreement, asset sale agreement.		\$5,800
<b>8122</b>			2	\$3,591
	Platform for pharmacies and physicians' offices to source prescription drugs.	Business method patent filing (provisional and full).		\$3,591
<b>8132</b>			1.5	\$3,128
	DNA/bioinformatics analysis and collaboration platform.	Software license agreement creation, terms and conditions creation, and IP protection.		\$3,128
<b>8155</b>			3	\$1,683
	App that helps swimmers achieve their fitness goals.	Negotiate strategic relationship with Garmin.		\$ 1,683
<b>8187</b>			1	\$750
	Disintermediated, app and web based, entity-to-entity trading platform for transportation services.	Legal formation.		\$750
<b>8205</b>			1	\$3,375
	Quantitative, non-invasive digital knee assessment tool that improves accuracy of traditional subjective tests.	Regulatory and scientific guidance in support of FDA regulatory matters.		\$3,375
<b>8209</b>			3	\$6,250
	Crowd-gifting platform designed specifically for Latin Americans and their families.	Trademark. Website development. Corporate formation package.		\$1,900 \$3,600 \$750
<b>8248</b>			2	\$100
	Vacuum powered accessory mounting base for use on aluminum truck roofs.	Logo design.		\$100
<b>8271</b>			6	\$750
	Evidenced Health Risk Appraisal (HRA) program and services.	Company formation package.		\$750
<b>Total (36 Companies)</b>			<b>119</b>	<b>\$127,479</b>

## 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 18 of the 24 designated incubator seats. Exit dates may have passed as some clients have a month-to-month arrangement.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	12/1/15	8/1/16	5	7
7275	Online personal family assistant and organization / coordination tool.	1/1/15	2/28/17	1	4.5
7374	Augmented reality app for immersive digital experiences based on children's books.	2/1/15	9/30/16	1	1
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	8/1/15	1/31/16	1	2
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	7/1/16	1/1/17	1	3
8142	X-ray, Electron-beam (ebeam) and Plasma product technologies for a diverse range of industrial applications.	10/1/16	10/24/16	1	1
7666	Platform to provide video conference for patient care by medical providers.	7/1/16	12/31/16	1	4.5
4791	Consolidated event planning and management software platform.	7/1/16	12/31/16	4	6.5
8026	E-Commerce universal discount at point of purchase system.	6/1/16	12/1/16	1	2
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	10/27/15	4/27/16	1	1
8134	Real Estate SaaS product.	8/1/16	10/31/16	1	3
<b>Total (11 Companies)</b>				<b>18</b>	<b>35.5</b>

### 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	Suite	FTEs
7696	SaaS claim analytics, administrative support and dashboard for insurance brokers.	6/1/16	N/A	3C	6.5
7336	Supply chain software.	11/16/15	N/A	3F	9
<b>Total (2 Companies)</b>				<b>15</b>	<b>15.5</b>

#### 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 book stores	10/24/16	12/31/16	15	18.5
4803	An intuitive integrated display that retrieves medical data.	4/25/16	10/25/16	4	4
8001	Radiation measurement and display enabled by modern technologies.	12/12/16	6/10/17	1	1.5
8035	IT/SW company combining VR and Platform-agnostic AV for commercial, industrial and military applications with precision payloads.	5/15/16	11/16/16	1	4
8037	Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.	9/6/16	9/6/17	3	1
8116	Social Media listening and analysis software utilizing machine learning.	9/1/16	2/28/17	3	9
7341	Conversational IVR platform that combines voice, mobile messaging, and location based services.	2/1/16	7/31/16	2	2
7713	High accuracy high precision maps of road networks for use in autonomous driving vehicles.	11/1/16	5/31/17	3	1
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
7681	High-purity silica from biogenic waste streams.	8/15/16	11/30/16	2	4
7748	Proprietary Web-based reporting platform to build analytical, predictive reporting tools.	1/11/16	1/11/17	1	1
6835	Combustion cycle and injection technology.	5/1/16	11/1/16	5	9
8007	Bamboo composite materials.	6/1/16	11/30/16	1	3
5601	Digital content aggregation and distribution.	12/9/15	10/31/16	1	1
4472	An online platform that empowers college students to showcase their work and skills to employers.	9/8/15	3/8/16	4	13
3568	Software that monitors camera system performance on assembly lines.	3/23/16	11/30/16	9	9
<b>Total (17 Companies)</b>				<b>58</b>	<b>84</b>



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

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

Uniq ID	Company Description	Start Date	Exit Date	FTEs
6635	A VIP lead generation service for the disaster restoration industry.	11/1/14	1/1/16	3
8255	Communications software for B2B or B2C.	11/1/16	4/30/17	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
7667	Precise gene editing for the development of human disease models, as well as regenerative medicine.	9/1/15	12/31/16	2
8001	Radiation measurement and display enabled by modern technologies.	7/19/16	1/18/17	1.5
8060	Renewable electric generation system for large trucks: converts the kinetic energy of a moving vehicle into electricity.	7/1/16	1/1/17	6
1282	Technologies for integrated & standardized assessments of blood damage/red blood cells.	7/1/10	3/31/16	4
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
7651	Services to help students take action on their passions and interests.	5/1/16	11/30/16	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	10/31/16	4
7975	Smartphone case with built-in wireless earbuds and 80% extra battery life.	4/6/16	12/6/16	2
7927	Mobile platform for connecting people with the same chronic conditions.	8/10/16	12/31/16	2
2679	Development of therapies for treatment of bone-related conditions in animals.	6/15/15	6/30/16	3
6356	A new marketing-based, platform-agnostic, real-time media alert solution.	2/1/13	12/31/16	1
7940	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	5/10/16	11/10/16	2
7466	App for helping millennials create savings plans with banks.	3/1/15	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
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	9/19/16	3/19/17	3
7153	Brain Imaging Service for development of medications or devices for the central nervous system.	7/1/14	6/30/17	1
7747	Help experts with differentiated value proposition to commercialize and monetize their IP.	10/20/15	4/30/16	1

Uniq ID	Company Description	Start Date	Exit Date	FTEs
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
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions.	5/13/11	1/1/16	2.5
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	8/1/16	1/31/17	2
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	2
3637	Therapeutic for treatment of retinal diseases.	8/1/13	12/31/16	4
2821	Firmware app for collecting/analyzing multiple patient parameters in a real time ICU.	9/1/10	3/31/16	3
7752	SMB Analytics and Innovative Mobile Consumer/Business Interaction.	11/2/15	4/30/16	3
7924	Educational music app for classical musicians; providing the orchestral accompaniment to any solo piece.	5/1/16	10/30/16	2
7777	SaaS enabled ride-sharing platform.	5/1/16	10/31/16	14
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	1
8088	Automated biomechanical analysis system anchored by advanced imaging technology.	7/1/16	12/31/16	7
<b>Total (42 Companies)</b>				<b>121</b>

## 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, 463 people attended events, all of whom were entrepreneurs.

### October

Event Name	Date	Approximate # of attendees		Purpose of Event
		Entrepreneurs	Total Attendees	
Selling Smart	10/5/16	20	20	The Selling Smart Series is held the first Wednesday each month and includes an hour of practice selling, followed by an hour presentation on a different sales topic.
BioArbor	10/12/16	50	50	BioArbor, an entirely volunteer run organization, hosts educational networking events for the life sciences industry in the greater Ann Arbor area.
SPARK.ed Ida Abadalkhani	10/12/16	10	10	SPARK.ed is a workshop for early stage entrepreneurs
SPARK.ed Hannah McNaughton	10/19/16	18	18	SPARK.ed is a workshop for early stage entrepreneurs
SPARK.ed Ted Dacko	10/26/16	16	16	SPARK.ed is a workshop for early stage entrepreneurs
Digital Workforce Summit	10/27/16	40	40	Training the 21st century digital marketing workforce
TechStarters	10/27/16	40	40	Networking event for Startup Community
<b>Total</b>		<b>194</b>	<b>194</b>	

### November

Event Name	Date	Approximate # of attendees		Purpose of Event
		Entrepreneurs	Total Attendees	
Selling Smart	11/2/16	12	12	The Selling Smart Series is held the first Wednesday each month and includes an hour of practice selling, followed by an hour presentation on a different sales topic.
TechHomecoming Luncheon	11/3/16	25	25	Luncheon for startups participating in TechHomecoming.
SPARK.ed Ted Dacko	11/9/16	9	9	SPARK.ed: Ted Dacko taught a course on effective product launch and customer acquisition in early stage technology companies
Jason Mendelson AMA event	11/10/16	42	42	Ask me Anything event for Jason Mendelson.
SPARK.ed Tom Simon	11/30/16	10	10	SPARK.ed taught by Tom Simon – How to make tough decisions when planning your Go-To-Market Strategy.
<b>Total</b>		<b>98</b>	<b>98</b>	

## December

Event Name	Date	Approximate # of attendees		Purpose of Event
		Entrepreneurs	Total Attendees	
BioArbor	12/7/16	95	95	BioArbor - Using Captured Data
Selling Smart	12/7/16	22	22	The Selling Smart Series is held the first Wednesday each month and includes an hour of practice selling, followed by an hour presentation on a different sales topic.
EMU CDE Digital Marketing Summit	12/9/16	45	45	Transforming sales with paid digital. - Skye Durrant, of LawnGuru, explains how he used paid search and social to jumpstart sales for the Uber of lawn care.
SPARK.ed Bodman	12/14/16	9	9	SPARK.ed: Bodman Law firm taught a course on Trademarks, Brand Protection and Copyright, etc.
<b>Total</b>		<b>171</b>	<b>171</b>	

## Microloans

As of 12/31/16

<b>LDFAs Funds received</b>	<b>\$1,100,000</b>
<b>Microloans Disbursed</b>	<b>\$(1,473,461)</b>
<b>Repayments</b>	<b>\$480,440</b>
<b>Misc. Expenses</b>	<b>\$(6,047)</b>
<b>Bank Balance</b>	<b>\$100,932</b>

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
45	\$1,473,461	11	4	\$538,068	7	10	\$480,440

### Microloan Notes:

- Total loans due is \$867,555, including interest accrued through 12/31/2015.
- Amount available to lend is \$100,932.
- Total current FTE for microloan companies: 131.
- Jobs retained during the term of the loans: 95, net jobs created: 36.
- During this contract quarter there were 2 loan applicants (1 approved)
- 1 loan was denied
- 1 loan was disbursed to Evolved Audio, \$25,000.
- No loans were approved for disbursement for the following quarter, to date.

### Loan disbursed this quarter:

Uniq ID	Company Description	Use of Funds	Debt at Cost
7975	Smartphone case with built-in wireless earbuds and 80% extra battery life.	Marketing, travel, and quality inspection.	\$25,000
<b>Total</b>			<b>\$25,000</b>

## 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.	\$23,000	5
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	\$14,825	7
5640	Interactive tablet menu for restaurants.	\$250	2.5
7201	Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	\$8,550	2
7448	Private interactive 24-hour assistance to those with substance abuse disorders.	\$6,000	6
7714	Customized Intelligence System - Intelligent Personal Assistants for Custom Applications.	\$5,000	6
8041	Proprietary process for joining of dissimilar materials (aluminum-to-advanced high strength steel).	\$500	3
8255	Communications software for B2B or B2C.	\$4,000	2
<b>Total (8 Companies)</b>		<b>\$62,125</b>	<b>33.5</b>

### Intern Program

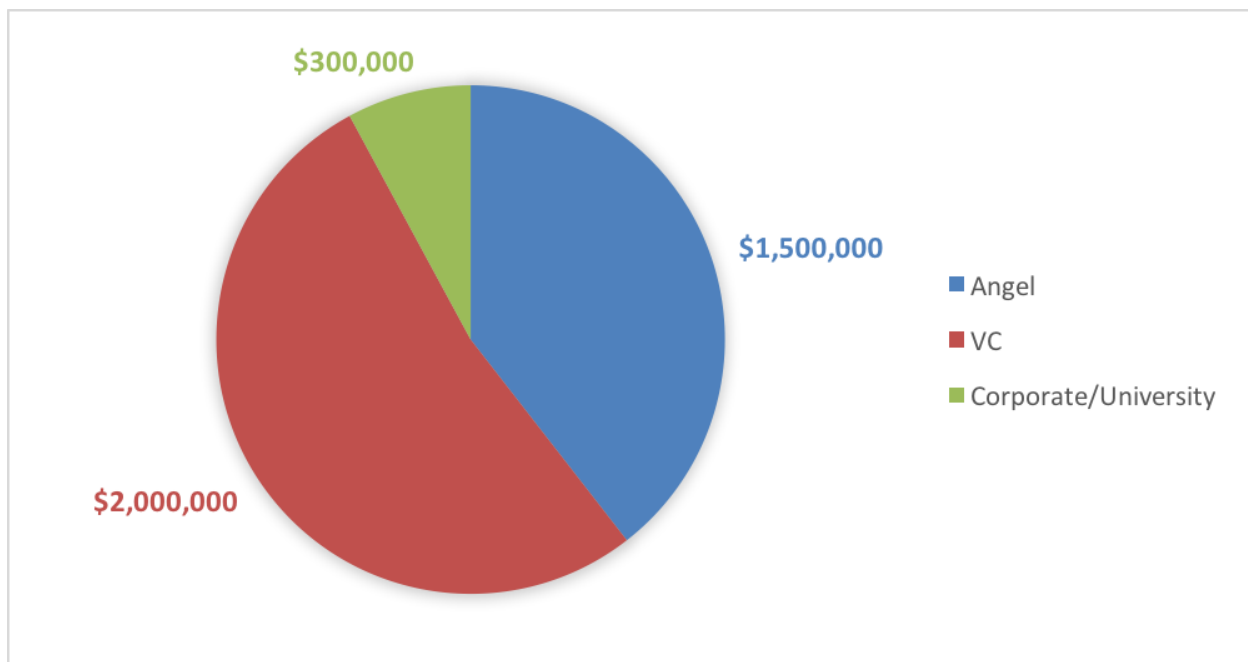
The Ann Arbor SPARK internship program provides up to \$3000 of matching funds to a qualified, growing company to support a three-month intern. This frees up additional funds for other purposes and provides a de-risked way to try out a potential permanent addition to the team - an opportunity that is 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
4132	A medical device for the field of histology that automates a process used in tissue diagnostics.	\$1,118	5
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each-other.	\$533	3
6800	Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.	\$865	1
7885	Mobile and web based applications providing on-demand Lawn Care and Snow Removal services.	\$2,055	8
8026	E-Commerce universal discount at point of purchase system.	\$827	2
<b>Total (5 Companies)</b>		<b>\$5,398</b>	<b>19</b>

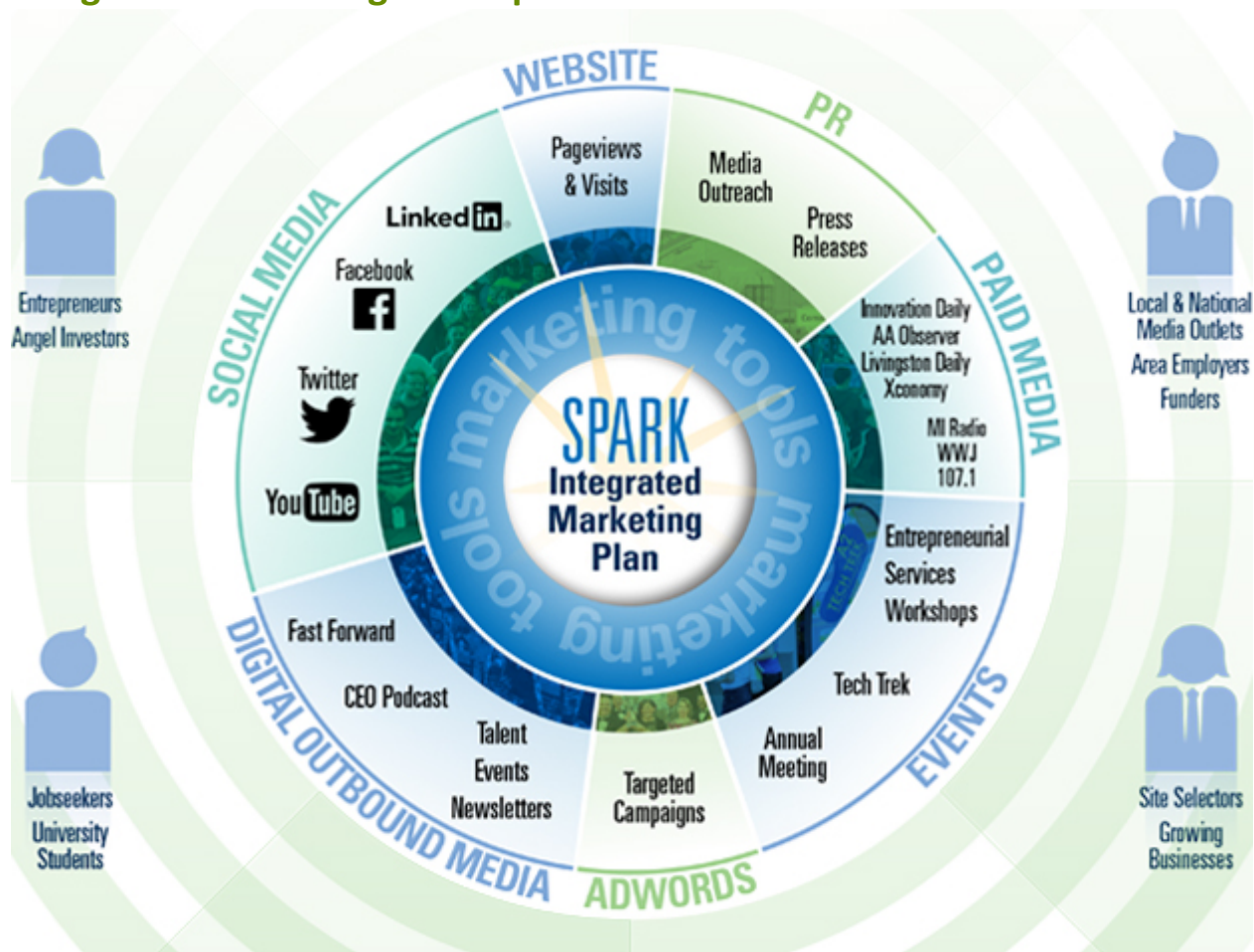
## Capital Raised

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	Amount
<b>Venture Capital</b>			<b>\$2,000,000</b>
7448	Private interactive 24-hour assistance to those with substance abuse disorders.	Seed extension. Subscribers are Montage, Lux, Invest Detroit (likely), and a new larger fund in New York.	\$2,000,000
<b>Angel</b>			<b>\$1,500,000</b>
7117	Data processing algorithms and curated genetic database software as a service.	Monroe Brown Fund, MINTS, Angels	\$500,000
3368	SaaS model software to help companies find and access grants, and collaborate.	Existing investors and new angels	\$1,000,000
<b>Corporate/University</b>			<b>\$300,000</b>
7777	SaaS enabled ride-sharing platform.	Innovation Fund Macomb Community College	\$100,000
4167	An intubation device that is easy-to-use and improves first-pass success rates for inexperienced practitioners.	Monroe Brown Fund	\$100,000
		Macomb Innovation Fund	\$100,000
<b>Total (6 Transactions)</b>			<b>\$3,800,000</b>



## Integrated Marketing Plan Update



Metric	Actual	Goal	Percent	Rationale for Annual Goal
<b>Newsletter Open Rate (Avg)</b>	0.21	0.2	1% Above Goal	Beat industry standard (18%) by 2%. *Not cumulative
<b>Entrepreneurial Services Webpage Views</b>	47944	59211	0.81	Increase Page Views to ES by 3,000 annually above 2013-2014 fiscal year.
<b>Webpage Visits by Ann Arbor Residents</b>	31659	74072	0.43	Increase visits to the website from Ann Arbor overall by 5,000 annually over 2013-2014 fiscal year.
<b>Social Media Referrals</b>	3131	4297	0.73	Increase visits from Ann Arbor to website from social media by 500 visits above 2013-2014 fiscal year.
<b>Video Views</b>	4254	5506	0.773	Increase video plays from Michigan by 500 annually above 2013-2014 fiscal year.
<b>PR Views &amp; Hits</b>	25709	25000	1.03	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 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.