

LDFA REPORT 2020 - 2021

ANN ARBOR/YPSILANTI SMARTZONE

Q1

175 COMPANIES
SERVED

125.5 JOBS
CREATED

8 COMPANIES
CREATED

\$252M FUNDS
RAISED
INVESTMENTS & GRANTS

\$581K
DIRECT SUPPORT

Internship Paves the Path Home to Ann Arbor for Barnard College Graduate

Retaining talent in the Ann Arbor region is core to Ann Arbor SPARK's mission. Celia Arsen, an Ann Arbor native, returned from an out-of-state college for an internship through the Digital Summer Clinic. A year later, she landed her first job out of college with another Ann Arbor-based company.

Having lived in Manhattan since she graduated from Skyline High School in 2016, Celia felt like she needed to focus her efforts on building new connections back in Ann Arbor. She applied for the Digital Summer Clinic Internship Program, a partnership by the Digital Engagement Clinic at Eastern Michigan University and Ann Arbor SPARK that's open to students from all schools. "I learned about the clinic through a series of email forwards. Even though it looked like most of the internships were geared toward marketing, I felt my background was still applicable and it would be a great opportunity to grow my skill set."



As it turned out, Celia proved to be a perfect match for local startup Dynamo Metrics. "I had a strong interest in GIS — geographical information systems — and Dynamo Metrics works in that space, using data to help public officials make informed decisions. Over the course of my internship, I learned a lot about what I wanted to do and what types of roles I wanted to apply for after graduation."

Fast forward to March 2020. Celia was vacating her dorm at Barnard College when she got an offer from Mathematica. "The coronavirus sent everyone home before the school year concluded. I already was heading back to Ann Arbor, so the job offer from Mathematica was perfectly timed and incredibly welcomed."

[Read the full story.](#)

a2Tech360 in Review: Reflecting on a Successful Week of Innovation-Focused Virtual Events

Thanks to everyone who joined us for [a2Tech360](https://a2tech360.com/) (<https://a2tech360.com/>) — the week-long celebration of the Ann Arbor region's dynamic, growing, and innovating tech ecosystem. For the entire week, we had more than **4,000 registrations** from **37 states** and **25 countries** for **16 events** which produced more than 30 hours of content.



It was an exhilarating spotlight on the organizations, people, and ideas that make this community an attractive place to launch a business, build a career, or make an investment.

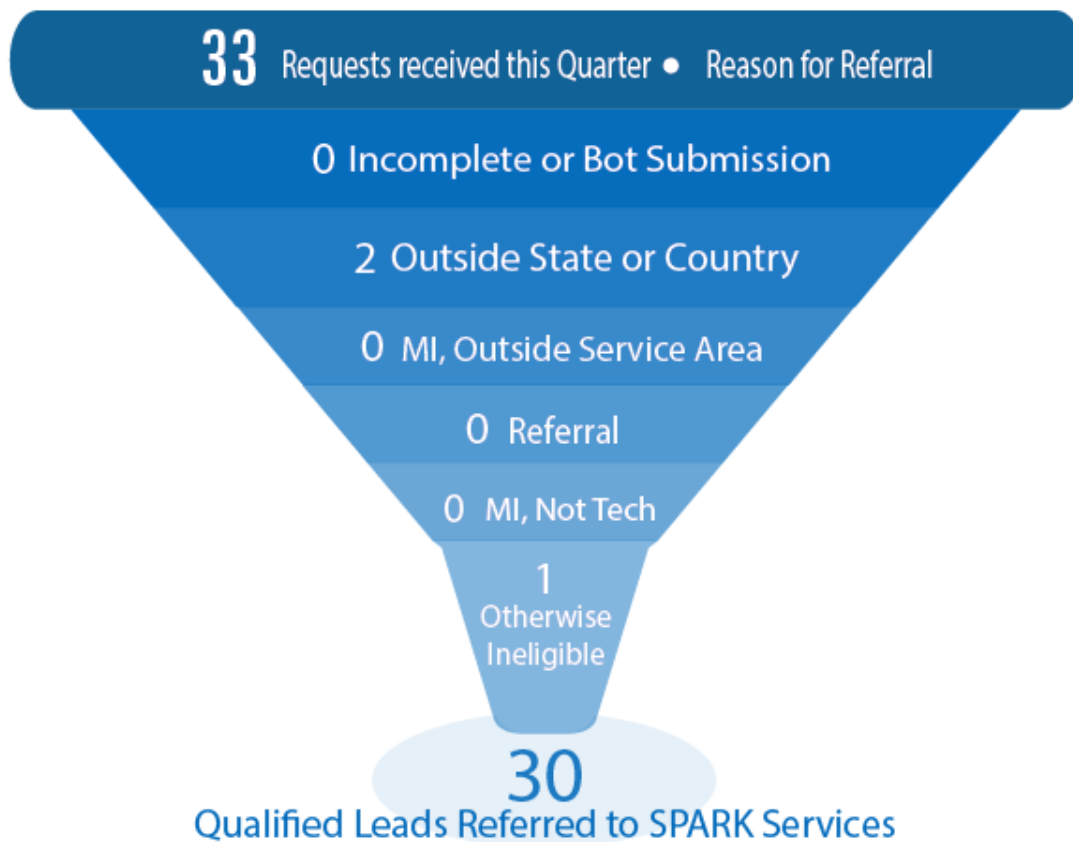
Interested in re-watching your favorite Tech Talk? Or do you want to check out an event your schedule didn't allow you to attend live? We've got you covered. [Visit our YouTube Channel to view individual presentations.](#)

[Also, the interactive map featuring Tech Trek and Mobility Row participating companies remains available.](#) Be sure to check out the more than 60 company videos produced specifically for this event!

Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: July 1, 2020 – September 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
11986	A cloud-based video studio that allows users to stream live self-produced video content to all the major social media platforms.
12937	A self-sanitizing door handle by UV light.
12857	Matches technologists and organizations in need of technological assistance creating projects.
13635	A SaaS company that targets the use of wearable sensors and related data analyses to identify COVID-19 infection early before symptoms are apparent.

Uniq ID	Company Description
12868	A helmet that captures the Coronavirus at its source and draws the patient's exhaled air through a vacuum and a HEPA filter. Thus, it serves as a compact, personal negative pressure helmet device.
12902	A drug formulation to help Chronic Kidney Disease patients.
12109	A marketing company that offers software as a service to facilitate the exchange of ideas and products through relationships.
12869	Regenerative peripheral nerve interface (RPNI) for prosthetic technologies.
Total (8 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:

Uniq ID	Description	FTE's	Billed Support
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	\$2,000.00
Total (1 Company)		1	\$2,000.00

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

Company Description	Project Description	FTEs	Billed Support
11120U		2	\$3,826.25
Cross-MBA trips for students from several Universities before their MBA program begins.	Trademark naming and logo.	2	\$2,500.00
	Independent contractor agreement, service provider agreement, and terms of use; Privacy and Digital Millennium Copyright Act (DMCA) policy.	2	\$1,326.25
11148MU		1	\$375.00
3D print heads for multi-material and high-resolution printed electronics.	License agreement with Magna.	1	\$375.00
11166M		4	\$9,219.00
Autonomous vehicles to reduce traffic congestion and improve passenger comfort.	Renderings of vehicle interior, vehicle exterior with different backgrounds, and 360-degree view of vehicle exterior in a studio background.	4	\$3,219.00

Company Description	Project Description	FTEs	Billed Support
	Launch a new customer-friendly website and develop brand awareness campaign for market validation.	4	\$6,000.00
11212Y		3	\$3,481.25
A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	Creation of MSA and third-party IP license.	3	\$2,200.00
	Creation of MSA and third-party IP license.	3	\$1,281.25
11324M		4	\$5,571.13
Human behavior prediction using artificial intelligence.	Prepare provisional patent and provide legal support for fund-raise.	4	\$571.13
	UI for web portal, user interface and data display.	4	\$5,000.00
11351		2	\$1,928.00
Harness for snow, surf, and land kiting.	Draft and negotiate patent license agreement with potential European licensee.	2	\$1,148.00
	Draft and negotiate patent license agreement with potential European licensee.	2	\$336.50
	Draft and negotiate patent license agreement with potential European licensee.	2	\$127.50
	Draft and negotiate patent license agreement with potential European licensee.	2	\$316.00
11376U		8.5	\$15,000.00
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	\$5,500.00
	SEO strategy and digital ad project.	8.5	\$6,000.00
	SEO strategy and digital ad project.	8.5	\$3,500.00
11476		1	\$3,325.00
Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	Web development services.	1	\$3,325.00
11540MU		2	\$1,575.00
Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	Liability review and contract review with U-M.	2	\$1,575.00
11564M		1	\$1,280.00
A vehicle level modeling software with fully populated vehicle data for any company to use the entire automotive supply chain to develop coherent technologies that are more likely to be adopted by the OEM.	Business development consulting engagement.	1	\$542.50
	Business development consulting engagement.	1	\$400.00
	Business development consulting engagement.	1	\$337.50
11606Y		3.5	\$1,800.00
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.	3.5	\$1,800.00

Company Description	Project Description	FTEs	Billed Support
11641		2	\$8,400.00
Analyzes organizations against the industry to identify gaps and create an effective communication tool set to inform senior leadership of your organization.	UI/UX work.	2	\$4,200.00
	UI/UX work.	2	\$4,200.00
11661M		2	\$2,200.00
Industry 4.0, smart inspection for manufacturing.	Corporate training program and effective sales presentation.	2	\$700.00
	Corporate training program and effective sales presentation.	2	\$700.00
	Corporate training program and effective sales presentation.	2	\$800.00
11779		2	\$2,360.50
Development of machine learning solutions in artificial intelligence for a cost-effective solution for clients.	C-Corp preparation and trademark filing.	2	\$2,360.50
11791U		1	\$100.00
Addresses disruptive CO2 emissions convert into hydrocarbon fuels.	Legal services.	1	\$100.00
11807MY		2	\$34,600.00
A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	Draft of term sheet, draft of employment and consulting agreements, negotiation of UM subscription agreement, and additional ancillary documents for BioStar financing.	2	\$7,100.00
	Design history file support.	2	\$2,500.00
	Completion of financing led by BioStar, and consulting agreement with proposed regulatory support person.	2	\$25,000.00
11838		1	\$10,000.00
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.	Design prototype internals.	1	\$10,000.00
11850		2	\$348.75
A cloud-based robo-advisory platform for commodity hedging.	Review NDA and partnership agreements.	2	\$76.25
	Review NDA and partnership agreements.	2	\$272.50
11862U		4	\$2,425.00
A mobile application delivering Cognitive Behavioral Therapy to the hands of the people who need it most.	Bug fixes, customizable content, test flight, and Apple store.	4	\$2,425.00
11880Y		0.5	\$7,605.00
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	\$1,235.00
	Security audit documentation, documentation on bugs and design improvements, and documentation on technology debt analysis.	0.5	\$4,290.00
	Security audit documentation, documentation on bugs and design improvements, and documentation on technology debt analysis.	0.5	\$2,080.00

Company Description	Project Description	FTEs	Billed Support
11895M		3	\$3,300.00
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	\$200.00
	Marketing, communications and public relations.	3	\$3,100.00
11943		1	\$5,000.00
UVC light and ozone treatment laundry unit and hands.	Public relations, marketing activities, final 2020 media kit, and client newsletter.	1	\$5,000.00
11944M		2	\$3,375.00
Application showing the most fuel-efficient and fastest route to a desired destination.	Homepage graphics and layout design. New web page and graphics. New posts and infographics for social media.	2	\$581.25
	Homepage graphics and layout design. New web page and graphics. New posts and infographics for social media.	2	\$2,793.75
11954		4.5	\$3,543.75
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	\$1,215.00
	Formation, terms of use, licensing agreement, trademarking, and copyright.	4.5	\$2,328.75
11967Y		1	\$7,950.00
Enhance the investment performance of institutional investors through the best execution of securities finance.	Develop a cross-platform mobile application and promotion.	1	\$4,000.00
	Develop a cross-platform mobile application and promotion.	1	\$1,000.00
	Develop a cross-platform mobile application and promotion.	1	\$1,250.00
	Develop a cross-platform mobile application and promotion.	1	\$1,700.00
11978U		6	\$3,600.00
A data service company that provides analysis and forward-looking recommendations based on existing small restaurants' data through data-driven algorithms.	Customer agreement, contractor agreement, and option agreement.	6	\$1,650.00
	Customer agreement, contractor agreement, and option agreement.	6	\$1,950.00
11979		1	\$3,500.00
A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	Competitive analysis and fundraising research.	1	\$1,200.00
	Style audit and synthesize insights and fit it into a style guide.	1	\$200.00
	Competitive analysis and fundraising research.	1	\$300.00
	Final report and analysis, notes and recordings, and survey results.	1	\$800.00
	Style audit and synthesize insights and fit it into a style guide.	1	\$1,000.00
11985Y		6	\$4,000.00
Self-contained, pre-engineered and pre-configured, mobile, Solar Nanogrids	Communication strategy, marketing plan, marketing collateral, HubSpot implementation, content calendar, and email marketing campaign.	6	\$1,750.00

Company Description	Project Description	FTEs	Billed Support
with a variety of solutions inside the Nanogrid.	Communication strategy, marketing plan, marketing collateral, HubSpot implementation, content calendar, and email marketing campaign.	6	\$2,250.00
11988		1	\$10,000.00
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.	Design, develop, and deploy of internet-based cloud-hosted multi-user extension.	1	\$4,500.00
	Design, develop, and deploy of internet-based cloud-hosted multi-user extension.	1	\$5,500.00
12030		17	\$3,000.00
ESL educational technology platform that includes business culture training.	Development of a website.	17	\$3,000.00
12090U		1	\$5,010.00
A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication.	Mobile/Xamarian forms and account application.	1	\$5,010.00
12098		3	\$225.00
Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	News webpage developed and client training on how to add content to the page.	3	\$225.00
12109		2	\$9,245.00
A marketing company that offers software as a service to facilitate the exchange of ideas and products through relationships.	Appends adds mobile and landline numbers to records.	2	\$3,120.00
	Demo videos that will include basic functions, advanced functions, precinct campaigns, and candidate campaigns.	2	\$1,125.00
	Social media calendar and content, social media listening, and social media management.	2	\$1,500.00
	Social media calendar and content, social media listening, and social media management.	2	\$1,500.00
	Vulnerability survey and assessment. Consultant with principals. Risk management strategy and documentation, and recommendations for further mitigation and support.	2	\$2,000.00
12119		5	\$4,275.00
Cybersecurity software.	Strategic plan, financing strategy, and creation of business plan.	5	\$2,075.00
	Strategic plan, financing strategy, and creation of business plan.	5	\$2,200.00
12125		3	\$5,000.00
Home health care management application for caregivers.	Expand objectives and go-to-market strategy, technology architecture, features, analysis of potential risks, and build on application.	3	\$5,000.00
12128		4	\$2,863.75
An artificial intelligence software platform that uses real-time in the catheterization lab to process conventional angiograms and automate	Website design and development, and logo design.	4	\$225.00
	Advisory agreement, contractor agreement, option plan and associated documents, and counseling.	4	\$1,572.50
	Advisory agreement, contractor agreement, option plan and associated documents, and counseling.	4	\$152.50

Company Description	Project Description	FTEs	Billed Support
a quantitative clinical assessment of coronary artery disease (CAD) patients.	Website design and development, and logo design.	4	\$913.75
1212		1	\$5,000.00
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.	Search engine optimization and digital marketing services.	1	\$5,000.00
12134U		1	\$2,000.00
A personal air purification device to solve the problem of people being unable to live active lives in places with unhealthy air quality.	Setup QuickBooks online account, update and initial training sales tax research and registration in CA and MI.	1	\$2,000.00
12842M		1	\$5,000.00
Last mile robot delivery solutions.	Patent search, drafting and editing.	1	\$5,000.00
12864		0.5	\$5,500.00
Desktop and mobile application for input and output of virtual ensemble performances.	Patent terms of use agreement.	0.5	\$2,000.00
	Prepare provisional patent.	0.5	\$3,500.00
12868U		2	\$9,000.00
A helmet that captures the Coronavirus at its source and draws the patient's exhaled air through a vacuum and a HEPA filter. Thus, it serves as a compact, personal negative pressure helmet device.	Start-up (NRE) and design transfer.	2	\$9,000.00
12869		1	\$2,000.00
Regenerative peripheral nerve interface (RPNI) for prosthetic technologies.	Company formation.	1	\$2,000.00
12886M		4	\$10,000.00
A platform for independent mechanics to schedule appointments and payments for at-home car services.	Develop a strategy for operational efficiency, investment strategy and introductions, and support with growth of the company.	4	\$4,000.00
	Advertising for customer acquisition.	4	\$6,000.00
12902		2	\$4,000.00
A drug formulation to help Chronic Kidney Disease patients.	Provisional patent application, editing and claim drafting.	2	\$4,000.00
12903		2	\$4,350.00
A holistic financial platform tailored to couples for better expense sharing and payments.	Corporate formation, independent contractor agreement, and trademarking.	2	\$4,350.00
1363		1	\$4,000.00
A SaaS company that targets the use of wearable sensors and related data analyses to identify COVID-19 infection early before symptoms are apparent.	Artificial intelligence and machine learning (AI/ML) application.	1	\$2,400.00
	Database design.	1	\$1,600.00
6828U		6.5	\$10,000.00
Software for the analysis of genetic data.	Website changes, and design work on case studies and emails.	6.5	\$1,000.00
	Case studies on major markets, email campaigns, and webinar programs.	6.5	\$1,500.00

Company Description	Project Description	FTEs	Billed Support
	Case studies on major markets, email campaigns, and webinar programs.	6.5	\$1,500.00
	Writing, SEO, and website redesign.	6.5	\$2,000.00
	Case studies on major markets, email campaigns, and webinar programs.	6.5	\$1,500.00
	Writing, SEO, and website redesign.	6.5	\$2,500.00
7336MU		14	\$8,320.00
Supply chain software.	Increase the number of warm marketing leads, continue to improve brand awareness, ultimately to increase the sales pipeline and closed business.	14	\$6,720.00
	Increase the number of warm marketing leads, continue to improve brand awareness, ultimately to increase the sales pipeline and closed business.	14	\$1,600.00
7531UY		4	\$9,361.30
	Data analysis and visualization and prepare and submit manuscript.	4	\$207.00
	Digital marketing strategy, sales and customer protocols with CRM integration, and develop list of leads.	4	\$1,515.00
Lactation simulation model and a breastfeeding education application.	Digital marketing strategy, sales and customer protocols with CRM integration, and develop list of leads.	4	\$2,559.90
	Digital marketing strategy, sales and customer protocols with CRM integration, and develop list of leads.	4	\$1,915.90
	Data analysis and visualization and prepare and submit manuscript.	4	\$990.00
	Digital marketing strategy, sales and customer protocols with CRM integration, and develop list of leads.	4	\$2,173.50
8255Y		5	\$6,500.00
	Front end design continuation.	5	\$1,500.00
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.	5	\$500.00
	Front end design continuation.	5	\$2,000.00
	Front end design continuation.	5	\$2,500.00
8366UY		2.5	\$2,635.00
Physiological performance data analytics company.	HIPAA risk assessment.	2.5	\$1,600.00
	Accounting services.	2.5	\$1,035.00
8419M		4	\$6,500.00
Next-generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	Revision and review of documentation.	4	\$1,250.00
	Branded investor pitch deck.	4	\$500.00
	Revision and review of documentation.	4	\$4,750.00

Company Description	Project Description	FTEs	Billed Support
8434		0.5	\$4,425.00
Instruments for single molecule detection of DNA, RNA and proteins.	Negotiation and finalization of reorganization documents consultation and advice to founders on roles and responsibilities of DE corporate board of directors.	0.5	\$1,300.00
	Drafting, revision, and negotiation for in-license IP materials.	0.5	\$3,125.00
8457Y		0.5	\$6,776.00
A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	Architectural, electrical engineering, mechanical engineering, and structural engineering services.	0.5	\$6,470.00
	Web content consulting services.	0.5	\$306.00
8636Y		2	\$1,580.00
Guided meditation and respiratory biofeedback application.	Legal support for fundraising.	2	\$1,580.00
8658		3.5	\$3,000.00
Builds and hosts complete, professionally designed, mobile-responsive websites.	Weekly webinar capture and editing, and webinar and YouTube intro editing.	3.5	\$2,025.00
	Weekly webinar capture and editing, and webinar and YouTube intro editing.	3.5	\$975.00
8777U		11	\$18,630.00
Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	Website improvements and sales collateral for consumers, corporate customers, and clinics.	11	\$3,630.00
	Develop a formalized sales process and partnership or franchise development program, and a scale plan for each market.	11	\$2,500.00
	Digital marketing campaign, SEO, and social advertising.	11	\$2,500.00
	Develop a formalized sales process and partnership or franchise development program, and a scale plan for each market.	11	\$2,500.00
	Digital marketing campaign, SEO, and social advertising.	11	\$2,500.00
	Develop a formalized sales process and partnership or franchise development program, and a scale plan for each market.	11	\$2,500.00
	Digital marketing campaign, SEO, and social advertising.	11	\$2,500.00
9923		6	\$28,000.00
Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	Marketing campaign to create a strong pipeline of qualified digital leads.	6	\$20,000.00
	Marketing campaign to create a strong pipeline of qualified digital leads.	6	\$8,000.00
Total (58 Companies)		184	\$345,884.68

Talent Programs

Entrepreneur-In-Residence Program

This quarter, 17 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	Description	FTE's	Billed Support
8636Y	Guided meditation and respiratory biofeedback application.	2	\$4,875.00
11350M	Autonomous last mile delivery trailer.	3	\$1,550.00
11979	A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	1	\$627.50
11120U	Cross-MBA trips for students from several Universities before their MBA program begins.	2	\$9,000.00
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	1	\$2,450.00
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, correct or incorrect form at the point of contact.	1	\$7,550.00
7940MY	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	2	\$5,000.00
8366UY	Physiological performance data analytics company.	2.5	\$3,450.00
11880Y	In application music discovery competitions that reward listeners for competing and discovering new music.	0.5	\$14,200.00
12036U	An automated leasing and marketing for any property management firm to book more tours.	1	\$6,000.00
8132Y	DNA/bioinformatics analysis and collaboration platform.	2	\$2,012.50
11367	Software for school exit loan counseling guidance process.	3	\$1,300.00
11770	A revolutionary way of buying, selling, investing and managing commercial real estate.	3	\$1,350.00
12190	Makes control data easy and accessible to build predictive economic models.	1	\$9,000.00
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	2	\$1,075.00
11862U	A mobile application delivering Cognitive Behavioral Therapy to the hands of the people who need it most.	4	\$762.50
Total (17 Companies)		31.5	\$74,202.50

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	Description	FTE's	Total Amount
4803U	An intuitive integrated display that retrieves medical data.	6	\$325.71
11979	A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	1	\$1,225.29
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language and preferences.	3.5	\$4,100.00
11120U	Cross-MBA trips for students from several Universities before their MBA program begins.	2	\$890.74
8293MU	Low-cost high-accuracy micro electromechanical system (MEMS) gyroscope for space, aviation, and underwater applications.	2	\$4,020.00
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	4	\$4,187.72
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	1	\$5,887.50
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	1	\$493.59
8457Y	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	0.5	\$6,001.20
4341M	Scheduling and dispatch solutions for rural transit systems.	4	\$284.14
11324M	Human behavior prediction using artificial intelligence.	4	\$4,539.00
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	3.5	\$816.00
12036U	An automated leasing and marketing for any property management firm to book more tours.	1	\$2,000.79
7531UY	Lactation simulation model and a breastfeeding education application.	4	\$544.71
11353	Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	1	\$4,160.00
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	\$3,160.00
8797	Off-the-shelf machine learning applications.	20	\$4,032.00
12090U	A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication.	1	\$4,560.00
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.	3.5	\$2,816.00
Total (19 Companies)		64	\$54,044.39

Boot Camp

None during this quarter.

Digital Engagement Clinic

Uniq ID	Company Description	FTEs	Billed Support
11998	2020 Digital Engagement Clinic direct internship.	1	\$6,735.23
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	34	\$1,845.70
8255	Communications software for business-to-business or business-to-consumer.	5	\$1,907.74
8636	Guided meditation and respiratory biofeedback application.	2	\$3,039.97
11120	Cross-MBA trips for students from several Universities before their MBA program begins.	2	\$2,020.19
11859	Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	2	\$1,946.51
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	1	\$2,427.32
7117	Data processing algorithms and curated genetic database software as a service.	17.5	\$1,380.39
8366	Physiological performance data analytics company.	2.5	\$1,853.75
11324	Human behavior prediction using artificial intelligence.	4	\$2,109.36
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	3.5	\$2,167.99
7885	Mobile and web-based applications providing on-demand lawn care and snow removal services.	8	\$1,044.60
12036	An automated leasing and marketing for any property management firm to book more tours.	1	\$1,582.02
7531	Lactation simulation model and a breastfeeding education application.	4	\$2,022.97
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	3.5	\$2,008.55
7375	Mobile app for tracking and analyzing pain data.	1.5	\$1,894.08
12098	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	3	\$2,147.36
8806	Turnkey passive home entry module.	3	\$2,791.80
7674	Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	1	\$1,702.07
12866	Transformational workshops, coaching, and other strategies that helps clients challenge conventional thinking to create high performing cultures.	2	\$1,621.41
11105	Do it yourself financial planning in a digital platform.	3	\$1,977.53
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	\$877.86
8797	Off-the-shelf machine learning applications.	20	\$2,109.37

Uniq ID	Company Description	FTEs	Billed Support
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	3	\$2,124.87
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.	3.5	\$2,063.92
Total (25 Companies)		134	\$53,402.56

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				6	10
8419	Next-generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	10/11/2019	10/10/2020	3	4
11701	Mobile application for autonomous vehicles and pedestrians to help avoid collisions.	8/1/2019	1/31/2020	1	1
11865	Advertising technology platform that makes local advertising faster, less expensive and more accountable.	10/11/2019	10/10/2020	1	3
12902	A drug formulation to help Chronic Kidney Disease patients.	8/24/2020	2/23/2021	1	2
SPARK Central - Lower Level Flex Desk				4	27.5
7336	Supply chain software.	10/1/2020	4/30/2021	1	14
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	2/25/2020	8/25/2020	1	7
8776	Custom computing solutions for genomics applications.	11/6/2019	5/5/2020	1	5.5
11900	MetTech intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	5/4/2020	11/4/2020	1	1
SPARK Central - Virtual Desk				0	127.5
6545	Software platform applies predictive analytics to strategic decisions regarding intellectual property management.	2/1/2017	7/31/2017	-	2.5
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/2013	12/31/2016	-	2
7777	SaaS enabled ride-sharing platform.	5/1/2016	10/31/2016	-	1
7982	Drug discovery SaaS product.	1/1/2019	6/30/2019	-	5
8323	System for recording, displaying and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	12/15/2016	2/1/2019	-	27
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	7/1/2017	12/31/2017	-	1
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/2017	7/15/2018	-	1
8534	New chemical entity to treat Metabolic Syndrome and Type II diabetes.	7/1/2017	12/31/2017	-	2
8591	Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	7/19/2017	1/18/2018	-	1
8609	Quotation Lifecycle Management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	10/1/2017	3/31/2018	-	2
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks and tasers.	10/1/2017	3/31/2018	-	2
8769	Automated legal document generation software.	8/1/2019	1/31/2020	-	11
8774	V2X software to make roads and vehicle-to-everything interactions safer.	1/15/2018	7/16/2018	-	2
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	3/1/2018	8/31/2018	-	4

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	5/23/2019	11/23/2019	-	6
9936	Disposable oxygenating technology that can be integrated into existing dressings/therapies.	3/1/2018	7/31/2018	-	3
11105	Do it yourself financial planning in a digital platform.	5/1/2018	11/30/2018	-	3
11164	Low cost capnography device with continuous remote-monitoring capabilities to improve outcomes and lower the cost of care for cardio-respiratory patients.	7/23/2019	1/23/2020	-	5
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	9/1/2019	9/1/2020	-	1
11335	Method to evaluate the safety of an autonomous vehicle.	6/25/2019	12/25/2019	-	1
11373	Software development studio with a focus on digital games, entertainment, and tools.	7/29/2020	1/28/2021	-	1
11540	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	5/2/2019	11/2/2019	-	2
11541	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	10/25/2019	10/24/2020	-	2
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	2/1/2020	7/31/2020	-	2.5
11806	Powerful diagnostic test for prostate cancer that measures levels T2:ERG & PCA3 in urine.	7/31/2020	1/30/2021	-	1
11807	A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	7/7/2020	1/6/2021	-	2
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.	5/1/2020	11/1/2020	-	1
11850	A cloud-based robo-advisory platform for commodity hedging.	9/20/2019	9/19/2020	-	2
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.	2/15/2020	8/15/2020	-	3
11918	Health management platform connecting patients, providers and caregivers to effectively manage patients with chronic conditions.	11/7/2019	5/6/2020	-	2
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.	1/1/2020	6/30/2020	-	4.5
11966	Accurately putt using this golf putting aide technology.	2/5/2020	8/5/2020	-	2
12040	Performance disposable instrument used in cardiac bypass surgery.	2/5/2020	8/5/2020	-	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.	5/1/2020	11/30/2020	-	1
12090	A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication.	2/6/2020	8/6/2020	-	1

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
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.	7/31/2020	7/30/2021	-	4
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.	3/11/2020	9/11/2020	-	1
12146	A medical technology company that creates easy-to-use respiratory therapy device designed for premature newborns.	4/9/2020	7/9/2020	-	1
12190	Makes control data easy and accessible to build predictive economic models.	5/19/2020	11/18/2020	-	1
12250	Subscription-based charging solution for electric vehicles.	5/18/2020	11/18/2020	-	2
12842	Last mile robot delivery solutions.	7/1/2020	12/31/2020	-	1
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	7/29/2020	1/28/2021	-	2
12911	Works with organization's cross-functional leadership teams to translate existing (or enhanced) data, insights, and institutional knowledge into a readily actionable experience design strategy that unleashes new sources of revenue in both the near- and longer-term.	7/27/2020	10/26/2020	-	1
13635	A SaaS company that targets the use of wearable sensors and related data analyses to identify COVID-19 infection early before symptoms are apparent.	9/8/2020	3/7/2021	-	1
13680	A centralized portal for individuals to action their rights and view the locations in which personal data has been provided to companies.	8/27/2020	2/26/2021	-	3
SPARK Central - Lower Level Suite				8	8
2203	Online furniture inventory management that allows targeted retailer interaction.	10/1/2019	9/30/2020	8	8
SPARK Central - 3rd Floor Suite				19	26.5
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language and preferences.	10/1/2019	9/30/2020	3	3.5
8797	Off-the-shelf machine learning applications.	7/26/2019	7/25/2020	10	20
8806	Turnkey passive home entry module.	10/1/2019	9/30/2021	6	3
SPARK Central - 4th Floor Designated Desk				20	44.5
4803	An intuitive integrated display that retrieves medical data.	7/15/2020	1/14/2021	1	6
8050	Employee engagement SaaS application.	7/22/2020	1/21/2021	4	12
8189	UAVs to detect methane at solid waste landfills.	7/1/2020	12/31/2020	3	8
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.	6/1/2018	12/31/2018	2	7.5

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
11324	Human behavior prediction using artificial intelligence.	5/15/2019	11/15/2019	1	4
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	3/18/2020	9/18/2020	1	1
11661	Industry 4.0, smart inspection for manufacturing.	9/1/2020	2/28/2021	6	2
11738	Protects the shipment of business-to-business parcels via its IoT-enabled, reusable, traceable and secure packaging solution.	9/27/2019	9/26/2020	1	3
11866	Platform that makes it easy to create and deploy web applications at scale.	9/19/2019	9/18/2020	1	1
SPARK Central - 4th Floor Flex Desk				2	27
6835	Combustion cycle and injection technology.	3/6/2020	9/6/2020	1	21
11635	A one-stop shop where customers can purchase all of their nightlife products in one place.	1/13/2020	7/12/2020	1	6
SPARK Central - 4th Floor Virtual Desk				0	9
4406	Data science curation product.	4/27/2016	10/27/2016	-	3
6407	Home care assistant services for household duties to light non-medical personal care applicants.	6/26/2020	12/25/2020	-	1
7723	A research and consulting firm focused on transportation and sustainability	2/8/2017	8/9/2017	-	2
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	8/1/2016	12/31/2017	-	2
11248	Money transfer service.	8/1/2018	12/31/2018	-	1
SPARK East - Flex Desk				4	8.5
8255	Communications software for business-to-business or business-to-consumer.	6/14/2019	12/14/2019	1	5
8636	Guided meditation and respiratory biofeedback application.	1/1/2020	6/30/2020	1	2
11172	Pharmaceutical to treat NASH and Vascular anomalies.	11/1/2018	4/30/2019	1	1
12857	Matches technologists and organizations in need of technological assistance creating projects.	8/3/2020	2/2/2021	1	0.5
SPARK East - Virtual Desk				0	50
3549	Disposable patient lifting system.	9/7/2010	3/31/2016	-	3
3965	Window products that let air in but keep the rain out.	12/1/2017	12/31/2018	-	1
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	10/24/2018	8/26/2019	-	3.5
7531	Lactation simulation model and a breastfeeding education application.	9/10/2019	9/9/2020	-	4
8132	DNA and bioinformatics analysis and collaboration platform.	6/27/2019	12/27/2019	-	2
8366	Physiological performance data analytics company.	10/10/2019	1/9/2020	-	2.5
8457	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	11/1/2019	10/31/2019	-	0.5
8885	Streetwear clothing company.	3/1/2018	8/30/2018	-	3
11252	Two wheeled 'series hybrid' for developing markets.	3/21/2019	9/21/2019	-	1

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
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.	5/1/2019	11/1/2019	-	3.5
11672	Reduce childhood obesity by developing a classroom fitness application.	6/1/2019	12/1/2019	-	1
11770	A revolutionary way of buying, selling, investing and managing commercial real estate.	1/6/2020	7/5/2020	-	3
11831	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/2019	10/31/2020	-	1
11880	In application music discovery competitions that reward listeners for competing and discovering new music.	10/29/2019	4/28/2020	-	0.5
11960	Background check for customers who use online services.	9/30/2020	3/29/2021	-	4
11967	Enhance the investment performance of institutional investors through the best execution of securities finance.	5/1/2020	11/1/2020	-	1
11985	Self-contained, pre-engineered and pre-configured, mobile, Solar Nanogrids with a variety of solutions inside the Nanogrid.	1/13/2020	7/13/2020	-	6
12884	Eco-friendly prescription medication bottle manufacturing.	8/6/2020	2/5/2021	-	2.5
12929	A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events or adventures around individuals or auto businesses to share their cars, passion, auto skills or expertise with guests.	8/24/2020	2/23/2021	-	1
12937	A self-sanitizing door handle by UV light.	8/18/2020	2/17/2021	-	3
13624	An application that brings price transparency to the liquor industry.	8/24/2020	2/23/2021	-	2
14226	Web application that tailors to companies in search of qualified technology-based suppliers.	9/18/2020	3/17/2021	-	1
SPARK East - Suite				18	17
1782	Laser imaging systems integrator, for combustion diagnostics, materials and spectroscopic analysis.	3/15/2019	3/15/2024	7	7
7591	Talent consultants, human resource experts and matchmakers focused on supporting Michigan companies and communities with their talent needs.	6/1/2019	12/1/2019	8	8
7940	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	10/10/2019	1/9/2020	3	2
Total (103 Companies)				81	355.5

Hosted Networking and Educational Events

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

Event Date	Event Name	# of Attendees	Event Description
7/8/20	SPARK.ed - Search Engine Marketing (SEM) Workshop	12	Hubert Sawyers and Riley Duncan of Climb Marketing will cover digital advertising strategy for early-stage companies.
7/16/20	Pandemic Pivots: Ann Arbor Mobility Startups Responding to COVID-19	47	Ann Arbor SPARK is bringing together select companies that have evolved their business model in response to COVID-19.
7/28/20	SPARK.ed - Leadership is Exhausting: How to Overcome the Hurdle and Enjoy It	14	Ann Arbor SPARK has invited the experts from JointPivot for this inspiring virtual event to help you become a better leader!
8/12/20	SPARK.ed - Using Your Culture to Hire, Onboard, Lead and Offboard	8	The experts from JointPivot guide this inspiring virtual event designed to help your organization's culture shine through from day one!
8/19/20	SPARK.ed - Partnering for Success	9	Ted Dacko explains how establishing a partnership program can help drive business, generate revenue and customers, and help you succeed.
8/24/20	Foundational Elements of Diversity, Equity and Inclusion Workshop	25	Ann Arbor SPARK and CADIA (Center for Automotive Diversity, Inclusion, and Advancement) have partnered to bring you an interactive, educational workshop focused on exploring diversity, equity, and inclusion through presentation, dialogue, and exercises.
9/18/20	FastTrack Awards	83	FastTrack Awards are presented to companies with consistent and substantial records of growth.
9/21/20	Digital Summer Clinic - Company and Intern Spotlights	Sponsored	Honoring the value and accomplishments of everyone involved, the Digital Engagement Clinic is hosting three mini-events during which they'll conduct live interviews with interns, mentors, and company representatives from this year's cohort.
9/21/20	UM OTT Celebrate Invention	Sponsored	U-M's largest annual event dedicated to inventorship, entrepreneurship, and impact.
9/22/20	Entrepreneur Boot Camp Celebration	81	Entrepreneur Boot Camp is an intensive program to help entrepreneurs of early stage, technology-driven companies quickly determine if they have a viable business opportunity and focus on crucial next steps.
9/23/20	Mobility Summit	146	Emerging from this vibrant collection of mobility leadership is the third annual Ann Arbor Mobility Summit, where we discussed this in the context of supply chain, improving access, smart city, innovative partnerships, and more.
9/23/20	Applied AI Conference	Sponsored	A2.AI is the first conference of its kind in the Ann Arbor area, focusing on how machine learning and applied artificial intelligence enable businesses to make more informed and actionable decisions with their data.
9/23/20	Women in Tech	108	Virtual event featuring three leading women in IT — Dr. Lauren Bigelow, MJ Cartwright, and Dr. Ariella Shikan — who will share their personal stories and offer attendees insight on what it takes to achieve success.
9/24/20	Tech on the Edge	Sponsored	As a part of a2tech360, we are excited to celebrate the technologies, innovation, and talent of 40+ Biotech companies on the "edge" of the Ann Arbor area by showcasing their unique products and projects.

Event Date	Event Name	# of Attendees	Event Description
9/24/20	A2EF Social Impact Pitch	Sponsored	The Ann Arbor Entrepreneurs Fund (A2EF), in collaboration with A2 Startup Garage and the University of Michigan Social Venture Fund (U-M SVF), is inviting startup teams to share their business plan with a panel of expert judges to earn \$20,000 in startup capital, co-working space and mentorship from the A2EF founder community and the U-M SVF team.
9/25/20	Tech Talk	292	Tech Talk features inspiring TED-style talks by leading innovators in their respective fields.
9/25/20	Tech Trek and Mobility Row	595	Leading technology companies will “open their doors” virtually using video storytelling to showcase their offices and innovations.
Total (17 Events)		1420	

Microloans

Number of loans currently outstanding:	9
Current total loan amount outstanding	\$420,767
Loan amounts repaid this fiscal year	\$2250
Loans written off this fiscal year	\$89,230
Cumulative Jobs retained	97
Cumulative net Jobs created	26
Payment made back to LDFA this fiscal year	0
Current balance of the microloan account	\$12,250.74

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
Acquisition		
7058	Acquisition	\$248,000,000.00
Venture Capital		
11367	Invest Detroit Tech Stabilization Fund	\$25,000.00
11324	Invest Detroit	\$15,000.00
8832	M25 in Chicago and Array Ventures in San Francisco	\$2,600,000.00
11807	BioStar	\$900,000.00
Corporate/University/Foundation		
7531	UC Berkeley Scaling Up Big Ideas Business Competition	\$25,000.00
MEDC (PSF, PSF 2.0, FSF, FCF, etc.)		
8341	MEDC	\$700,000.00
Total (7 Companies)		\$252,265,000.00

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.
2. Robin: \$9,486.00 – Workplace experience software platform.
3. Ebook Subscription: \$1,500.00 – Online portal for best business practices books.
4. Salesforce: \$5,020.20 – Customer relationship management (CRM) platform.

Integrated Marketing Plan



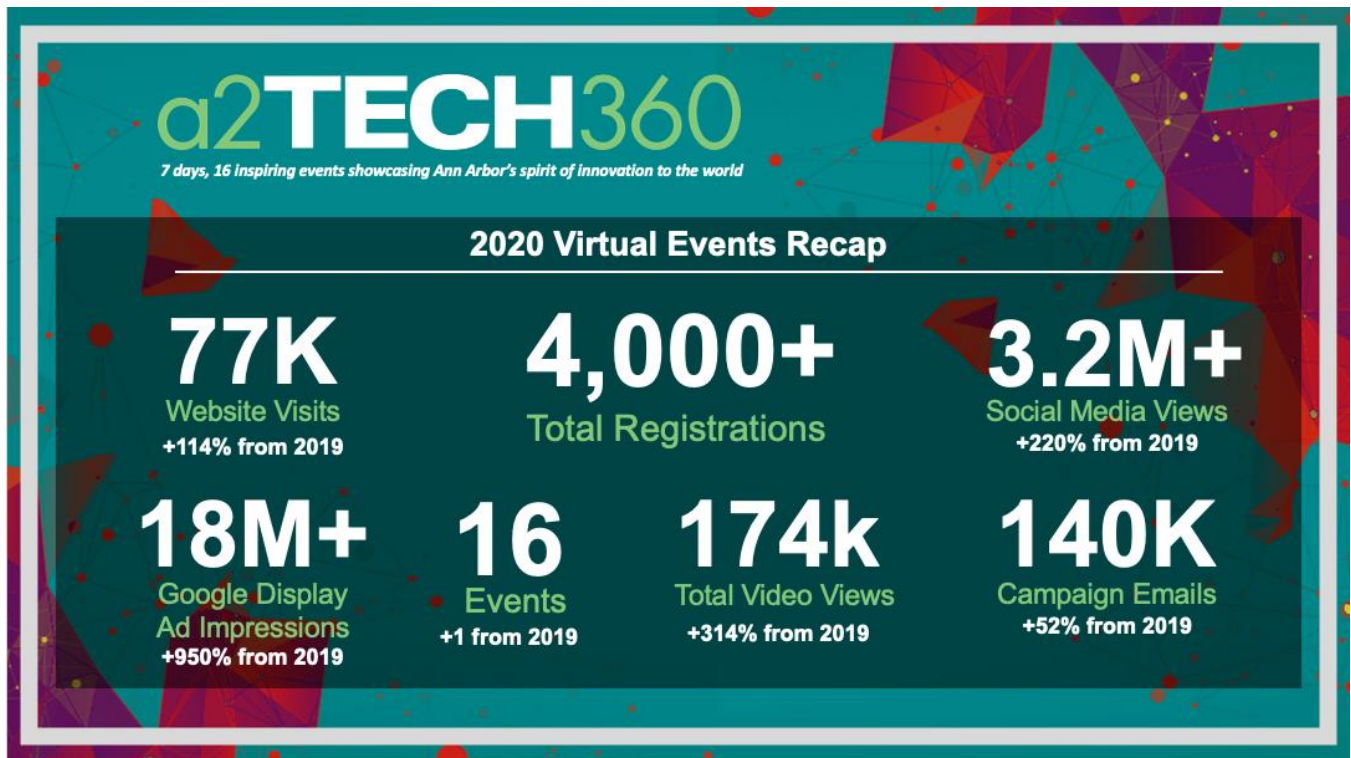
Marketing Performance Metrics | Q1

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 20 – 21, Q1	Compared to Last Quarter	Compared to Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	180,362	+ 85%	+ 299%
Video Views 	Video views on multiple platforms to reach wider audiences.	316,648	+ 80%	+ 360%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	3,884,223	+ 254%	+ 408%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	231,834	+ 590%	+ 847%

a2Tech360 in Review

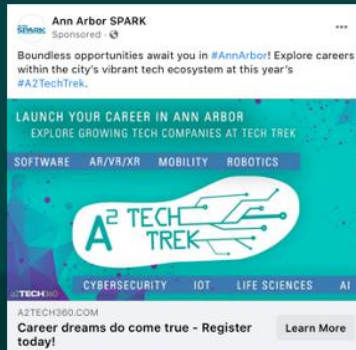
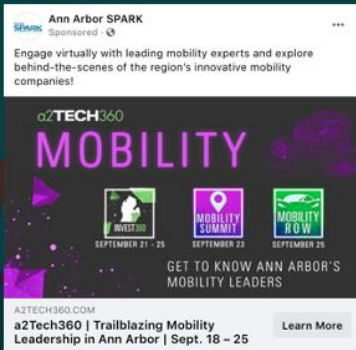
Our week-long celebration of the Ann Arbor region's dynamic, growing, and innovating tech ecosystem from September 18 – 25th. For the entire week there was more than **4,000 registrations** from **37 states** and **25 countries** for **16 events** which produced more than **30 hours** of content.



a2TECH360

7 days, 16 Inspiring events showcasing Ann Arbor's spirit of innovation to the world

Social Media



3.2M+
Social Media Views

94,306
Social Media Engagements

a2TECH360

7 days, 16 Inspiring events showcasing Ann Arbor's spirit of innovation to the world

Tech Trek & Mobility Row Impact (So Far)



2,600+

Interactive Map
Tours Taken



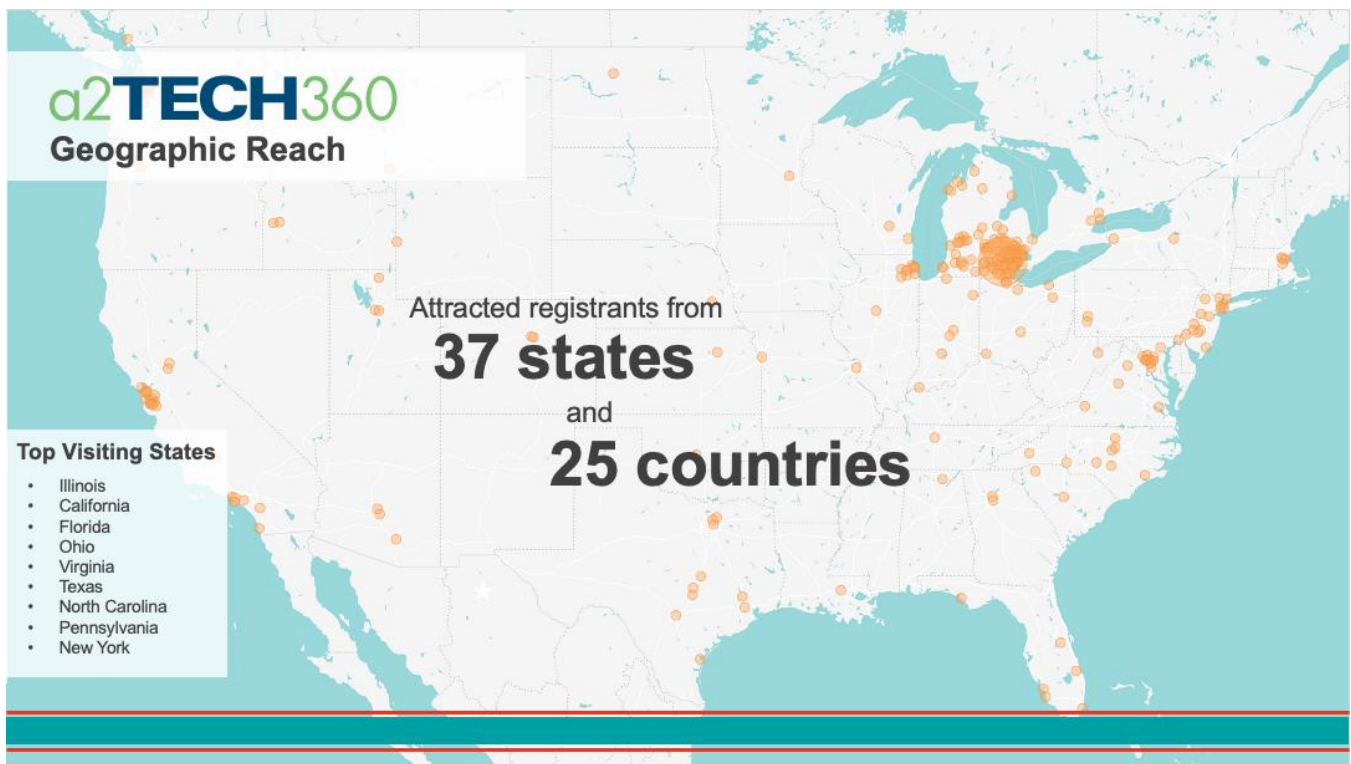
2,685+

Company Tour
Video Views



95 Hours

Cumulative Time Spent
Watching Company Videos



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 81 sessions with 19 companies, 10 of them were new marketing clients.

Uniq ID	Service Provided	New Company	Sessions
8255	Content Review and Edits, Strategic Marketing Session, Strategic Marketing Session, Content Review and Edits, Strategic Marketing Session, Strategic Marketing Session, and Content Review and Edits	0	7
11320	Marketing Needs Assessment, Marketing Resources and Educational Materials, Internal Account Collaboration, and Strategic Marketing Session	1	4
11661	Marketing Needs Assessment and Marketing Referral	1	2
12840	Marketing Needs Assessment	1	1
8769	Strategic Marketing Session, Content Development, Content Review and Edits, and Marketing Resources and Educational Materials	0	15
13680	Marketing Needs Assessment, Strategic Marketing Session, and Marketing Referral	1	3
8393	Strategic Marketing Session and Content Review and Edits	0	6

Uniq ID	Service Provided	New Company	Sessions
12775	Marketing Needs Assessment and Strategic Marketing Session	1	2
12868	Marketing Needs Assessment	1	1
12842	Marketing Needs Assessment and Strategic Marketing Session	1	3
12030	Content Development	0	1
6977	Content Review and Edits, Strategic Marketing Session, Marketing Resources and Educational Materials, and Content Development	0	17
11166	Marketing Needs Assessment and Marketing Referral	1	2
13622	Marketing Needs Assessment, Strategic Marketing Session, and Marketing Resources and Educational Materials	1	3
12763	Strategic Marketing Session, Content Review and Edits, and Marketing Referral	0	6
11985	Marketing Referral	0	1
11862	Strategic Marketing Session and Marketing Resources and Educational Materials	0	2
13621	Marketing Needs Assessment	1	1
11606	Strategic Marketing Session, Marketing Resources and Educational Materials, Marketing Referral, and Internal Account Collaboration	0	4
Total (19 Companies)		10	81

Lenawee Now

Our satellite accelerator Lenawee NOW located in Adrian, Michigan 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
1070	Energy storage company.

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

Jobs Created: 3

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.