

# Second Quarter 2017-2018

\$215K  
Support  
for  
companies



132  
Companies  
Served



18  
Companies  
Created



19.5  
jobs created

489  
current FTEs

Jobs



888  
Event  
Attendees



Funds  
Raised  
\$21 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

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Ann Arbor SPARK Quarterly Report: October 1, 2017 –December 31, 2017

## 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
7876	Wearable graphene nanoelectronic alcohol sensor for real-time alcohol monitoring.
8752	Financial services and technology company utilizing proprietary algorithms and trading strategies for equities and cryptocurrency markets.
8556	Web-based staffing platform for summer camps and prospective camp staff to find each other.
8196	Website that tracks homework and practice tests for people who are preparing for the LSAT.
8793	A portable, 180° rear/side view vision system with no fish eye effect
8624	Safe infant sleeping beds.
8764	Machine learning powered restaurant data insight API.
8601	Web browser plug in allowing users and advertisers to express themselves on top of web content in a sharable manner.
8658	SaaS business that helps small, independent bridal shops become more profitable and deliver the online experience modern bridal parties expect.
8206	Personality testing insights for kids aged seven to 13.
8380	Secure tele-pathology platform for digital microscopy.
8771	Photography marketplace to match freelance photographers with clients.
8394	Software application that will facilitate management and understanding of data provided by wearable technology for sport.
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers.
8591	Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.
8286	Website built to match job seekers with startup jobs.
7680	Big data intelligence-as-a-service platform built for credit unions and community banks.
8761	System that allows companies to understand network attack from the outside-in and discover new threats and assess their global impact.
<b>18 Companies</b>	

## Work Accomplished

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

Uniq ID	Company Description	FTEs	Billed Support
2028	Book and videos teaching Chinese to English speaking children.	4.5	\$400
8777	Low cost, research based program designed to enrich people's lives and reduce psychological distress.	0.5	\$1,600
<b>Totals (2 Companies)</b>		<b>5</b>	<b>\$2,000</b>

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

Company Description	Project Description	FTEs	Billed Support
Uniq ID: 3151 (2 records)			
		2	\$1,107
<b>Wireless sensing, analysis and optimization of residential and commercial electricity use.</b>	Patentability analysis and domestic utility patent application.	2	\$757
<b>Wireless sensing, analysis and optimization of residential and commercial electricity use.</b>	Patentability analysis and domestic utility patent application.	2	\$350
Uniq ID: 3987 (1 record)			
		6	\$3,763
<b>Software for the debt collection industry and large companies with delinquent accounts.</b>	UI design.	6	\$3,763
Uniq ID: 4432 (4 records)			
		4	\$1,014
<b>Life science research recruiting software.</b>	International trademark registration.	4	\$149
<b>Life science research recruiting software.</b>	Trademark registration.	4	\$44
<b>Life science research recruiting software.</b>	Design marketing materials: brochures, flyers, posters, online ads.	4	\$619
<b>Life science research recruiting software.</b>	International trademark registration.	4	\$203
Uniq ID: 4821 (1 record)			
		1.5	\$501
<b>Medical imaging platform for ophthalmologists.</b>	Patent novelty search.	1.5	\$501
Uniq ID: 5604 (1 record)			
		1	\$9,000
<b>Online language learning platform.</b>	Patent and trademark applications.	1	\$9,000
Uniq ID: 6545 (5 records)			
		2	\$2,811
<b>Software platform applies predictive analytics to strategic decisions regarding IP management.</b>	IP protection, corporate conversion, initial commercial agreements.	2	\$540
<b>Software platform applies predictive analytics to strategic decisions regarding IP management.</b>	IP protection, corporate conversion, initial commercial agreements.	2	\$140

Company Description	Project Description	FTEs	Billed Support
Software platform applies predictive analytics to strategic decisions regarding IP management.	IP protection, corporate conversion, initial commercial agreements.	2	\$1,091
Software platform applies predictive analytics to strategic decisions regarding IP management.	IP protection, corporate conversion, initial commercial agreements.	2	\$40
Software platform applies predictive analytics to strategic decisions regarding IP management.	Security automation enhancements.	2	\$1,000
Uniq ID: 7201 (1 record)			
		0.5	\$2,830
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	BAAs, NDAs, formation work, updates for Melius team members, preparation of documents in support of partnerships with other organizations, contract development for use in the sales processes.	0.5	\$2,830
Uniq ID: 7202 (1 record)			
		2	\$1,560
Sports fandom competition, tracking, and social media integration smart phone app.	Enhance functionality of app.	2	\$1,560
Uniq ID: 7656 (6 records)			
		2	\$9,050
Platform matching corporations and law firms with vendors who provide ancillary legal services.	Implement UX/UI improvements based on customer feedback.	2	\$1,300
Platform matching corporations and law firms with vendors who provide ancillary legal services.	Implement UX/UI improvements based on customer feedback.	2	\$1,500
Platform matching corporations and law firms with vendors who provide ancillary legal services.	Implement UX/UI improvements based on customer feedback.	2	\$750
Platform matching corporations and law firms with vendors who provide ancillary legal services.	Implement UX/UI improvements based on customer feedback.	2	\$1,300
Platform matching corporations and law firms with vendors who provide ancillary legal services.	Implement UX/UI improvements based on customer feedback.	2	\$1,900
Platform matching corporations and law firms with vendors who provide ancillary legal services.	Implement UX/UI improvements based on customer feedback.	2	\$2,300
Uniq ID: 7674 (2 records)			
		1	\$1,075
Platform of sensors, software, and analytics that will harvest key data from manufacturing machines, processes, and people, and translate it to actionable intelligence.	Research patent activity and file provisional.	1	\$735
Platform of sensors, software, and analytics that will harvest key data from manufacturing machines, processes, and people, and translate it to actionable intelligence.	Bylaws and equity plan.	1	\$340
Uniq ID: 7704 (1 record)			
		1	\$1,859
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Licensing and LOI negotiation.	1	\$1,859
Uniq ID: 7772 (3 records)			
		4	\$3,195

Company Description	Project Description	FTEs	Billed Support
<b>Cloud computing that runs parallel libraries resulting in large speedup.</b>	Negotiate license from the University, set up the legal structure and corporate documents, review and Prepare Beta Customer Agreement, NDAs, Consulting Agreements, employment agreement for equity issuances.	4	\$1,000
<b>Cloud computing that runs parallel libraries resulting in large speedup.</b>	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.	4	\$975
<b>Cloud computing that runs parallel libraries resulting in large speedup.</b>	Negotiate license from the University, set up the legal structure and corporate documents, review and prepare beta customer agreement, NDAs, consulting agreements, employment agreement for equity issuances.	4	\$1,220
Uniq ID: 7927 (1 record)			
		2	\$384
<b>Mobile platform for connecting people with the same chronic conditions.</b>	Founders agreement, independent contractor agreement, trademark registration.	2	\$384
Uniq ID: 7938 (1 record)			
		2.5	\$475
<b>Decision making software that helps users make decisions in a structured, systematic, and dynamic way.</b>	Trademark registration.	2.5	\$475
Uniq ID: 7975 (1 record)			
		3	\$2,400
<b>Smartphone case with built-in wireless earbuds and 80% extra battery life.</b>	Product renderings and CGI product video creation.	3	\$2,400
Uniq ID: 8026 (2 records)			
		6	\$4,486
<b>E-Commerce universal discount at point of purchase system.</b>	Initial commercial agreement, strategic corporate structure.	6	\$486
<b>E-Commerce universal discount at point of purchase system.</b>	Initial commercial agreement, strategic corporate structure.	6	\$4,000
Uniq ID: 8041 (1 record)			
		5	\$2,667
<b>Proprietary process for joining of dissimilar materials (aluminum-to-advanced high strength steel).</b>	IP strategy planning, patentability search, filing preparation, strategic partnership agreement strategy and execution.	5	\$2,667
Uniq ID: 8076 (1 record)			
		4	\$500
<b>Mobile giving app for non-profits.</b>	Accounting system setup.	4	\$500
Uniq ID: 8122 (1 record)			
		2	\$5,419
<b>Platform for pharmacies and physicians' offices to source prescription drugs.</b>	Business method patent filing (provisional and full).	2	\$5,419
Uniq ID: 8206 (1 record)			
		1	\$1,696

Company Description	Project Description	FTEs	Billed Support
<b>Personality testing insights for kids aged seven to 13.</b>	Update website to support conversion of customers from upcoming pilot, marketing and partner programs.	1	\$1,696
Uniq ID: <b>8209</b> (3 records)			
		3	\$834
<b>Crowd-gifting platform designed specifically for Latin Americans and their families.</b>	Trademarks.	3	\$360
<b>Crowd-gifting platform designed specifically for Latin Americans and their families.</b>	Ad campaign management.	3	\$219
<b>Crowd-gifting platform designed specifically for Latin Americans and their families.</b>	LLC to C-Corp, investment paperwork council, terms of use/ privacy policy.	3	\$256
Uniq ID: <b>8228</b> (1 record)			
		1	\$1,800
<b>Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.</b>	High tech anthropology to assess prototype.	1	\$1,800
Uniq ID: <b>8230</b> (3 records)			
		2	\$15,000
<b>Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.</b>	Improve the UI/ UX along with customer on-boarding process.	2	\$5,000
<b>Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.</b>	Improve the UI/ UX along with customer on-boarding process.	2	\$5,000
<b>Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.</b>	Improve the UI/ UX along with customer on-boarding process.	2	\$5,000
Uniq ID: <b>8286</b> (8 records)			
		2.5	\$1,793
<b>Website built to match job seekers with startup jobs.</b>	Segmentation and personalization of 8500 prospect database entries.	2.5	\$73
<b>Website built to match job seekers with startup jobs.</b>	Segmentation and personalization of 8500 prospect database entries.	2.5	\$165
<b>Website built to match job seekers with startup jobs.</b>	Segmentation and personalization of 4250 prospect database entries.	2.5	\$310
<b>Website built to match job seekers with startup jobs.</b>	Segmentation and personalization of 4250 prospect database entries.	2.5	\$380
<b>Website built to match job seekers with startup jobs.</b>	Segmentation and personalization of 8500 prospect database entries.	2.5	\$180
<b>Website built to match job seekers with startup jobs.</b>	Segmentation and personalization of 4250 prospect database entries.	2.5	\$370
<b>Website built to match job seekers with startup jobs.</b>	Segmentation and personalization of 4250 prospect database entries.	2.5	\$145
<b>Website built to match job seekers with startup jobs.</b>	Segmentation and personalization of 4250 prospect database entries.	2.5	\$170
Uniq ID: <b>8305</b> (1 record)			
		5	\$2,850

Company Description	Project Description	FTEs	Billed Support
<b>Self-serve ETL platform, which enables data cleansing with no IT involvement.</b>	Multi-banner stand design.	5	\$2,850
Uniq ID: 8368 (1 record)			
		2	\$4,000
<b>Remote PT training, education and tracking solution.</b>	UI-UX design.	2	\$4,000
Uniq ID: 8369 (1 record)			
		0	\$5,000
<b>Remote gait analysis through a sensor-laden shoe sole to identify gait issues that can lead to injury or decrease performance.</b>	UI-UX design.	-	\$5,000
Uniq ID: 8380 (2 records)			
		5	\$4,050
<b>Secure tele-pathology platform for digital microscopy.</b>	Accounting setup, financial projections.	5	\$3,050
<b>Secure tele-pathology platform for digital microscopy.</b>	Due diligence phase 2	5	\$1,000
Uniq ID: 8393 (3 records)			
		1	\$3,250
<b>B2B marketplace where businesses can easily find quality IT professionals.</b>	Audit and optimization, landing page creation, AdWords management, downloadable content creation.	1	\$1,083
<b>B2B marketplace where businesses can easily find quality IT professionals.</b>	Audit and optimization, landing page creation, AdWords management, downloadable content creation.	1	\$1,083
<b>B2B marketplace where businesses can easily find quality IT professionals.</b>	Audit and optimization, landing page creation, AdWords management, downloadable content creation.	1	\$1,083
Uniq ID: 8394 (3 records)			
		0	\$10,000
<b>Software application that will facilitate management and understanding of data provided by wearable technology for sport.</b>	Graphic design.	-	\$3,000
<b>Software application that will facilitate management and understanding of data provided by wearable technology for sport.</b>	Data collection.	-	\$3,000
<b>Software application that will facilitate management and understanding of data provided by wearable technology for sport.</b>	UI-UX design.	-	\$4,000
Uniq ID: 8422 (2 records)			
		1	\$3,857
<b>A new process to manufacture custom orthotic devices by connecting orthotists with 3D printing through the cloud.</b>	Memorandum of Understanding, license agreement, operating agreement, preparation of friends and family note documents and a business plan supplement.	1	\$3,017
<b>A new process to manufacture custom orthotic devices by connecting orthotists with 3D printing through the cloud.</b>	Memorandum of Understanding, license agreement, operating agreement, preparation of friends and family note documents and a business plan supplement.	1	\$840



Company Description	Project Description	FTEs	Billed Support
Uniq ID: 8434 (2 records)			
		0.5	\$5,425
<b>Instruments for single molecule detection of DNA, RNA, and proteins.</b>	Negotiation and drafting of contracts.	0.5	\$2,100
<b>Instruments for single molecule detection of DNA, RNA, and proteins.</b>	Negotiation and drafting of contracts.	0.5	\$3,325
Uniq ID: 8453 (1 record)			
		2	\$600
<b>Wireless wetness detection system with IoT capability.</b>	Corporate formation package.	2	\$600
Uniq ID: 8514 (1 record)			
		4	\$250
<b>Vulnerability assessment app for the security assessment process.</b>	Write video script.	4	\$250
Uniq ID: 8521 (3 records)			
		3	\$6,131
<b>A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language, and preferences.</b>	Product data development, product experience development, UI design.	3	\$2,363
<b>A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language, and preferences.</b>	Product data development, product experience development, UI design.	3	\$2,456
<b>A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language, and preferences.</b>	Product data development, product experience development, UI design.	3	\$1,313
Uniq ID: 8534 (2 records)			
		2	\$3,039
<b>New chemical entity to treat Metabolic Syndrome and Type II diabetes.</b>	In-vitro ADME analysis.	2	\$1,089
<b>New chemical entity to treat Metabolic Syndrome and Type II diabetes.</b>	Website design and development.	2	\$1,950
Uniq ID: 8556 (3 records)			
		1	\$7,000
<b>Web-based staffing platform for summer camps and prospective camp staff to find each other.</b>	Marketing analysis, strategy, plan, campaign design, and launch.	1	\$2,333
<b>Web-based staffing platform for summer camps and prospective camp staff to find each other.</b>	Marketing analysis, strategy, plan, campaign design, and launch.	1	\$2,333
<b>Web-based staffing platform for summer camps and prospective camp staff to find each other.</b>	Marketing analysis, strategy, plan, campaign design, and launch.	1	\$2,333
Uniq ID: 8645 (1 record)			
		1	\$1,000
<b>Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers.</b>	Corporate formation package.	1	\$1,000
Uniq ID: 8651 (2 records)			
		3	\$9,280

Company Description	Project Description	FTEs	Billed Support
Proprietary chip, camera, and image processing software package, to verify that a tissue sample has enough tissue to make a diagnosis.	Phase I – research	3	\$5,000
Proprietary chip, camera, and image processing software package, to verify that a tissue sample has enough tissue to make a diagnosis.	Corporate formation, option plan, consulting agreement, term sheet, patent transfer, investment, and corporate docs.	3	\$4,280
Uniq ID: 8658 (2 records)		1	\$5,250
SaaS business that helps small, independent bridal shops become more profitable and deliver the online experience modern bridal parties expect.	LLC formation, terms of service, privacy policy, DMCA policy, EULA / master service and license agreement.	1	\$1,250
SaaS business that helps small, independent bridal shops become more profitable and deliver the online experience modern bridal parties expect.	LLC formation, terms of service, privacy policy, DMCA policy, EULA / master service and license agreement.	1	\$4,000
Uniq ID: 8752 (1 record)		8	\$1,150
Financial services and technology company utilizing proprietary algorithms and trading strategies for equities and cryptocurrency markets.	Company formation package, contractor agreements.	8	\$1,150
<b>Totals (42 Companies)</b>		<b>100.5</b>	<b>\$147,349</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. Exit dates may have passed as some clients have a month-to-month arrangement.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
7374	Augmented reality app for immersive digital experiences based on children's books.	2/1/15	1/31/17	1	3
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	8/1/15	1/31/17	1	2
2203	Online clothing inventory management that allows targeted retailer interaction.	9/1/17	8/31/18	6	10
8419	Next-Generation Freight Marketplace focused on better user experience, lower freight costs and regulatory compliance.	12/1/17	5/31/18	4	5
8050	Employee engagement SaaS app.	10/1/17	3/31/18	3	5.5
8631	Productizing marketing growth tools.	9/1/17	8/31/18	1	1
2028	Book and videos teaching Chinese to English speaking children.	7/15/17	1/14/18	1	4.5
7620	Software and simple hardware to integrate, retrieve, and update personal identity information.	3/1/17	7/31/17	1	2
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	12/1/17	5/31/18	2	3
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each-other.	6/1/17	11/30/17	1	3
8187	Disintermediated, app and web based, entity-to-entity trading platform for transportation services.	1/16/17	7/16/17	1	2
8603	Runner acquisition platform for race organizers.	8/14/17	2/14/18	1	2
<b>Totals (12) Companies</b>				<b>23</b>	<b>43</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.

Uniq ID	Company Description	Start Date	Exit Date	FTEs
8521	A SaaS platform enabling healthcare providers to better understand their potential patient’s decision patterns, language, and preferences.	7/1/17	12/31/17	3
7336	Supply chain software.	11/16/15	11/15/16	8
<b>Totals (2) Companies</b>				<b>11</b>

#### Fourth Floor– *Growth Stage*

This 6000 square foot 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
4803	An intuitive integrated display that retrieves medical data.	4/25/16	10/25/16	4	4
7374	Augmented reality app for immersive digital experiences based on children's books.	6/1/17	11/30/17	3	3
8035	Software company combining VR and autonomous vehicles for commercial, industrial, and military applications with precision payloads.	5/15/16	11/16/16	1	4
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	7/1/17	12/31/17	1	2
8588	An investment vehicle to purchase a small business.	8/1/17	1/31/18	1	1
8116	Social media listening and analysis software utilizing machine learning.	9/1/16	2/28/17	3	9
8116	Social media listening and analysis software utilizing machine learning.	6/1/17	11/30/17	4	9
7341	Conversational IVR platform that combines voice, mobile messaging, and location based services.	2/1/16	5/31/17	2	9
8305	Self-serve ETL platform, which enables data cleansing with no IT involvement.	1/12/17	12/31/17	1	5
8050	Employee engagement SaaS app.	12/1/17	5/31/18	4	5.5
8366	Commercializer of digital health and sports performance technology from universities across the US into individual technology firms.	5/1/17	10/31/17	1	4
8206	Personality testing insights for kids aged seven to 13.	9/16/16	3/16/17	2	1
8026	E-Commerce universal discount at point of purchase system.	8/1/17	12/31/17	1	6
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	5/15/17	11/16/17	2	3
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	9/1/17	2/28/18	2	3
6835	Combustion cycle and injection technology.	5/1/16	11/1/16	5	6
8007	Bamboo composite materials.	6/1/16	11/30/16	1	3
8359	Device identification technology to help the digital display advertising more effectively target audiences.	9/1/17	2/28/18	2	9
8527	Tools and software infrastructure at the center of autonomous vehicle development.	10/1/17	3/31/18	2	30
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	7/1/17	12/31/17	1	2.5
4472	An online platform that empowers college students to showcase their work and skills to employers.	9/8/15	11/30/17	4	4
<b>Totals (21) Companies</b>				<b>47</b>	<b>123</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
8090	Cell-based assays designed for drug screens for carcinoma drug R&D.	2/9/17	8/8/17	3
8255	Communications software for B2B or B2C.	11/1/16	10/31/17	2
4132	A medical device for the field of histology that automates a process used in tissue diagnostics.	8/1/16	2/28/18	8
8133	Virtual private networking as a service.	8/1/16	1/1/17	1
8060	Renewable electric generation system for large trucks that converts the kinetic energy of a moving vehicle into electricity.	7/1/16	1/1/17	6
1282	Technologies for integrated and standardized assessments of blood damage/red blood cells.	7/1/10	3/31/16	0
2203	Online clothing inventory management that allows targeted retailer interaction.	11/2/16	5/2/17	10
8769	Automated legal document generation software.	12/1/17	5/31/18	1
8519	Provides manufacturing data analytics and related IT services to small and medium size manufacturing firms	7/25/17	1/24/18	2
8793	A portable, 180° rear/side view vision system with no fish eye effect	12/15/17	5/15/18	1
8534	New chemical entity to treat Metabolic Syndrome and Type II diabetes.	7/1/17	12/31/17	2
7651	Services to help students take action on their passions and interests.	5/1/16	11/30/16	3
7046	Electronics-based metering and power line communication.	4/1/14	1/1/16	1
2679	Development of therapies for treatment of bone-related conditions in animals.	6/15/15	6/30/16	0
8393	B2B marketplace where businesses can easily find quality IT professionals.	7/15/17	7/15/18	1
8040	Content gaming platform with rewards, recognition and personal social branding.	4/17/17	11/16/17	1
8076	Mobile giving app for non-profits.	6/23/17	12/23/17	4
8047	Industrial Internet of Things software suite.	5/1/17	10/31/17	1
7153	Brain imaging service for development of medications or devices for the central nervous system.	7/1/14	6/30/17	1
7586	Application to track and coordinate IVF procedures to assist patients.	12/15/16	12/14/17	3.5
5557	Digital marketing intelligence.	7/1/12	6/30/16	4
8028	Online platform for festivals, vendors, and attendees to share data and ideas.	9/16/16	3/16/17	2
6680	Digital entertainment company, focused on creating dynamic stories with an emphasis on female characters.	1/18/17	2/28/18	1
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions.	5/13/11	1/1/16	3.5
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	8/1/16	12/31/17	2
8609	Quotation Lifecycle Management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	10/1/17	3/31/18	3
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	7/1/17	12/31/17	2
8228	Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.	12/4/16	6/4/16	1
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	2
8645	Personal protection modular system which will protect a person from pistol shots,	10/1/17	3/31/18	1

Uniq ID	Company Description	Start Date	Exit Date	FTEs
	knife attacks, and tasers.			
8189	UAVs to detect methane at solid waste landfills.	4/1/17	10/1/17	2
7752	SMB analytics and innovative mobile consumer/business interaction.	11/2/15	4/30/16	3
7777	SaaS enabled ride-sharing platform.	5/1/16	10/31/16	14
8591	Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	7/19/17	1/18/18	2
8323	System for recording, displaying and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	12/15/16	6/30/17	27
8543	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	7/1/17	12/31/17	2
7680	Big data intelligence-as-a-service platform built for credit unions and community banks.	1/26/17	7/26/17	3
8635	On demand service and platform that connects consumers with certified phone and tablet repair technician.	9/1/17	3/31/18	3.5
<b>Totals (38) Companies</b>				<b>129.5</b>

## Hosted Networking and Educational Events

This quarter's events are broken down by month in the following table. All events took place at the SPARK Central Innovation Center unless otherwise noted. In total, 888 people attended events.

Event Name	Date	Number of Attendees	Subset of Entrepreneurs	Purpose of Event
A2 NewTech	10/17/17	50	50	The Ann Arbor New Tech meetup welcomes members from any school, sector, or industry function (e.g. entrepreneurs, technologists, investors, lawyers, marketers, students, bloggers, etc.) interested in local high tech startups.
BioArbor	10/11/17	0	70	BioArbor hosts free life science networking events in the greater Ann Arbor area.
R Meetup	10/12/17	0	18	A meetup for the R Language group.
EMU CDE Digital Summit	10/13/17	0	20	Fall 2017 Digital Marketing Summit is where we share the unique insights we gained from our summer clinic with companies in Ann Arbor SPARK's high tech incubator.
Fintech Meetup	10/18/17	0	12	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skills levels are welcome.
SPARK.ed taught by Ted Dacko	10/18/17	32	32	This workshop discussed how to create market disruption.
A2 Game Designers	10/19/17	0	60	The Ann Arbor branch of the International Game Developers Association brings Michigan's game-dev community together for monthly lectures, exhibitions, tutorials, free food, and industry talks at SPARK East in Ypsilanti.
Tech Starters	10/25/17	40	40	A FREE networking event that is hosted by one of the many innovative companies in Ann Arbor, with the coolest office spaces in the Midwest
SPARK.ed taught by Barbara Boldt	10/25/17	20	20	This workshop discussed how entrepreneurs can improve their pitch.
R Meetup	11/9/17	0	20	A meetup for the R Language.
Fintech Meetup	11/14/17	0	12	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skills levels are welcome.
A2 Game Designers	11/16/17	0	60	The Ann Arbor branch of the International Game Developers Association brings Michigan's game-dev community together for monthly lectures, exhibitions, tutorials, free food, and industry talks at SPARK East in Ypsilanti.
A2 NewTech	11/21/17	40	40	The Ann Arbor New Tech meetup welcomes members from any school, sector, or industry function (e.g. entrepreneurs, technologists, investors, lawyers, marketers, students, bloggers, etc.) interested in local high-tech startups.
Tech Homecoming	11/23/17	0	266	A free networking event strategically held the night before Thanksgiving. By connecting job seekers and employers, it's designed to attract attention from those visiting from out of state to the high tech careers in the



Event Name	Date	Number of Attendees	Subset of Entrepreneurs	Purpose of Event
				Ann Arbor region.
<b>BioArbor</b>	12/6/17	0	60	BioArbor, an entirely volunteer run organization, hosts educational networking events for the life sciences industry in the greater Ann Arbor area.
<b>Tech Starters</b>	12/6/17	0	30	Networking event for Ann arbor tech community.
<b>EMU CDE Digital Marketing Summit</b>	12/8/17	0	18	CDE hosted Brian Hayden, cofounder and CEO of Shape Log, to discuss the journey he and his team has had so far as a fitness technology startup.
<b>SPARK.ed taught by Ted Dacko</b>	12/13/17	20	20	This course will cover the basics of building the right team, with the right culture, the right motivation and talent and the right compensation structure. It will cover key concepts of hiring, on-boarding, training, managing people, communications, employee reviews, compensation, terminations and the specific challenges of doing all of that with the common constraints of a startup (time, money, market presence and other resource challenges).
<b>A2 NewTech</b>	12/19/17	40	40	The Ann Arbor New Tech meetup welcomes members from any school, sector, or industry function (e.g. entrepreneurs, technologists, investors, lawyers, marketers, students, bloggers, etc.) interested in local high-tech startups.
	<b>Total (19 Events)</b>	<b>242</b>	<b>888</b>	

## Microloans

<b>Number of loans currently outstanding:</b>	<b>14</b>
Current total loan amount outstanding	\$509,968.25
Loan amounts repaid this fiscal year	\$65,183.44
Loans written off this fiscal year	\$106,616.56
Jobs retained	97
Jobs created	10
Current balance of the microloan account	\$75,192.54

## 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
8422	A new process to manufacture custom orthotic devices by connecting orthotists with 3D printing through the cloud.	\$1,888	1
8255	Communications software for B2B or B2C.	\$2,000	2
7374	Augmented reality app for immersive digital experiences based on children's books.	\$5,065	3
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	\$6,000	2
6522	Development and implementation of online negotiation systems for courts and constituents.	\$21,000	10
8610	Product to improve Inventory management, waste reduction, foam reduction, and precision carbonation control of draft beverages.	\$700	2
5640	Interactive tablet menu for restaurants.	\$275	2.5
7704	Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	\$6,250	1
7816	Application to detect, quantify, and in many cases automatically fix inefficiencies in large-scale, enterprise software systems.	\$6,000	1
7066	Platform to accept and manage concussion-tracking data collected from helmet sensors.	\$2,000	0.5
8041	Proprietary process for joining of dissimilar materials (aluminum-to-advanced high strength steel).	\$3,575	5
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	\$850	2
8377	Software to enable companies to detect and respond to ransomware.	\$550	2
8286	Website built to match job seekers with startup jobs they are qualified for.	\$6,000	2.5
<b>Totals (14) Companies</b>		<b>\$62,153</b>	<b>36.5</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
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	\$1,584	10
7997	Water bottle that can flip inside-out.	\$128	2
8393	B2B marketplace where businesses can easily find quality IT professionals.	\$4,659	1
7749	Visualization and marketing platform for the event industry.	\$390	2
<b>Totals (16) Companies</b>		<b>\$14,300</b>	<b>36</b>

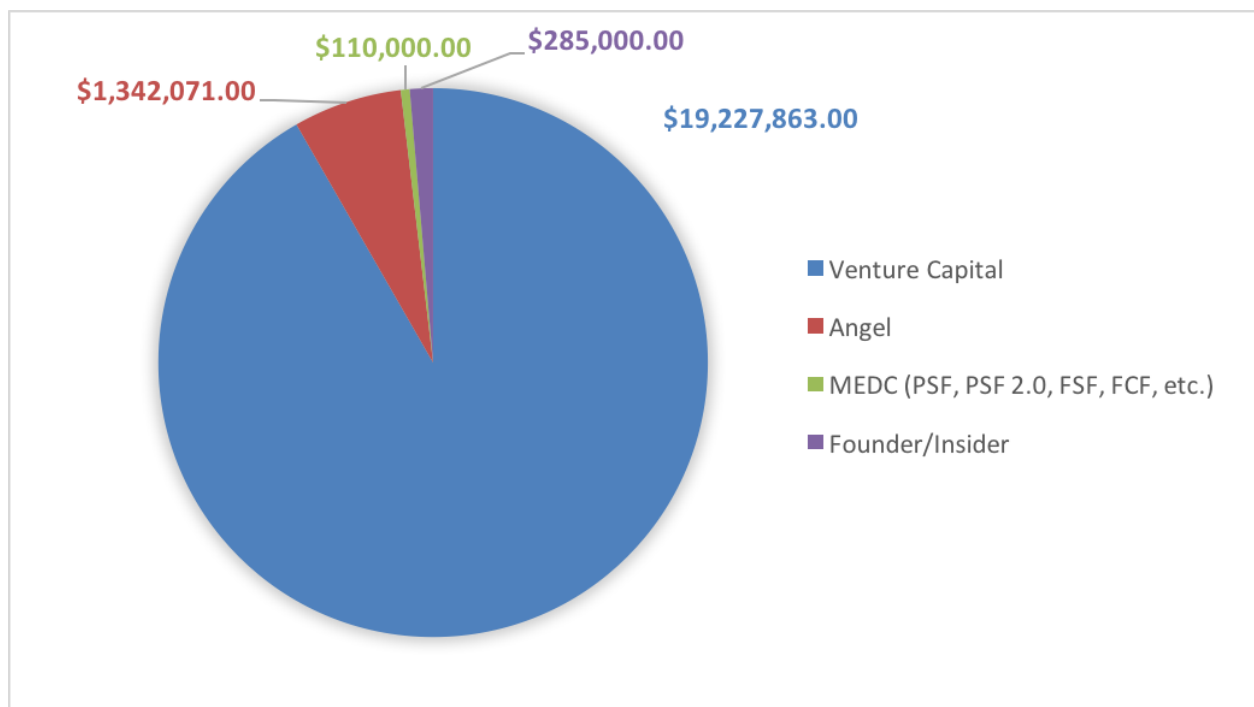
## Digital Engagement Clinic

Client startups received a digital marketing boost through a collaborative program between Ann Arbor SPARK and Eastern Michigan University's Center for Digital Engagement (CDE). The Digital Engagement Clinic matched undergraduates and recent graduate interns with Ann Arbor SPARK clients to accelerate the startups' digital marketing efforts. The startups received hands-on digital marketing, and clinic interns received valuable work experience that built their resumes. The program kicked off mid-June and will run into mid-August. As of the writing of this report, 65% (15/23) of this past summer's clinic had found either full or part time jobs in the Southeast Michigan tech economy. Of the eight who did not, one is looking for full-time work. The other seven have continued as full-time students. We expect the percentage to climb over time.

## 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	Transaction Details, if Available	Amount
<b>Venture Capital</b>		<b>\$19,227,863</b>
4132	Series A: Telegraph Hill Partners	\$9,800,000
8050	RPM Ventures, Grand Ventures	\$1,400,000
6285	Statkraft, UL, Capital Midwest, Endeavor, Venture Investors, Huron River	\$8,027,863
<b>Angel</b>		<b>\$1,342,071</b>
3476	MAF, and insiders plus 3 new angels	\$324,052
3476	MAF & 3 members	\$60,000
3476	KDMS(Frankel)	\$237,947
6285	Angels include MAF	\$720,072
<b>MEDC (PSF, PSF 2.0, FSF, FCF, etc.)</b>		<b>\$110,000</b>
8209	2017 AMIC 1st Runner Up	\$100,000
7374	2017 AMIC People's Choice Award	\$10,000
<b>Founder/Insider</b>		<b>\$285,000</b>
8040	-	\$240,000
8040	Friends & Family	\$45,000
<b>Total (11 Transactions Reported)</b>		<b>\$20,964,934</b>



## Integrated Marketing Plan

Annual goals were met or exceeded demonstrating effective use of marketing tactics and budget to achieve substantive results as measured below:



Metric	Actual	Goal	Percent	Rationale for Annual Goal
Average Newsletter Open Rate*	21.2%	20%	Above by 1.2%	Beat industry standard (18%) by 2%. *Not cumulative
Entrepreneurial Services Webpage Views	32,263	59,211	54%	Increase page views to ES by 3,000 annually above 2013-2014 fiscal year.
Webpage Visits by Ann Arbor Residents	24,349	74,072	33%	Increase visits to the website from Ann Arbor overall by 5,000 annually over 2013-2014 fiscal year.
Social Media Referrals	1,179	4,297	27%	Increase visits from Ann Arbor to website from social media by 500 visits above 2013-2014 fiscal year.
Video Views	2,346	5,506	43%	Increase video plays from Michigan by 500 annually above 2013-2014 fiscal year.
PR Views & Hits	6,423	25,000	25%	Increased mentions of Ann Arbor startups in local, regional, and national news publications.

## Methodology

### Initial Data Entry

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

### Retained FTEs

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

### Current FTEs

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

### Annual Survey

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

### Jobs Created

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

## Software

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

1. **In4Grants:** \$3,750 – Grant research, application, and coordination software available to all incubator and accelerator clients for free.
2. **Salesforce:** \$1,141.20 – Customer relationship management software.
3. **Applied Imaging Productivity Module:** \$149 – Staff productivity software.
4. **YARooms:** \$917.28 – Incubator room reservation software.
5. **Conrin:** \$472.50 – Salesforce consulting to improve lead conversion throughput by decreasing time spent conducting manual processes.

## 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.