

Third Quarter 2015-2016

\$222K
Support
for
companies



103
Companies
Served



7
Companies
Created



Jobs

4.5
jobs created

354.5
current FTEs



275
Event
Attendees

**Funds
Raised**
\$77.8 M
investments & grants



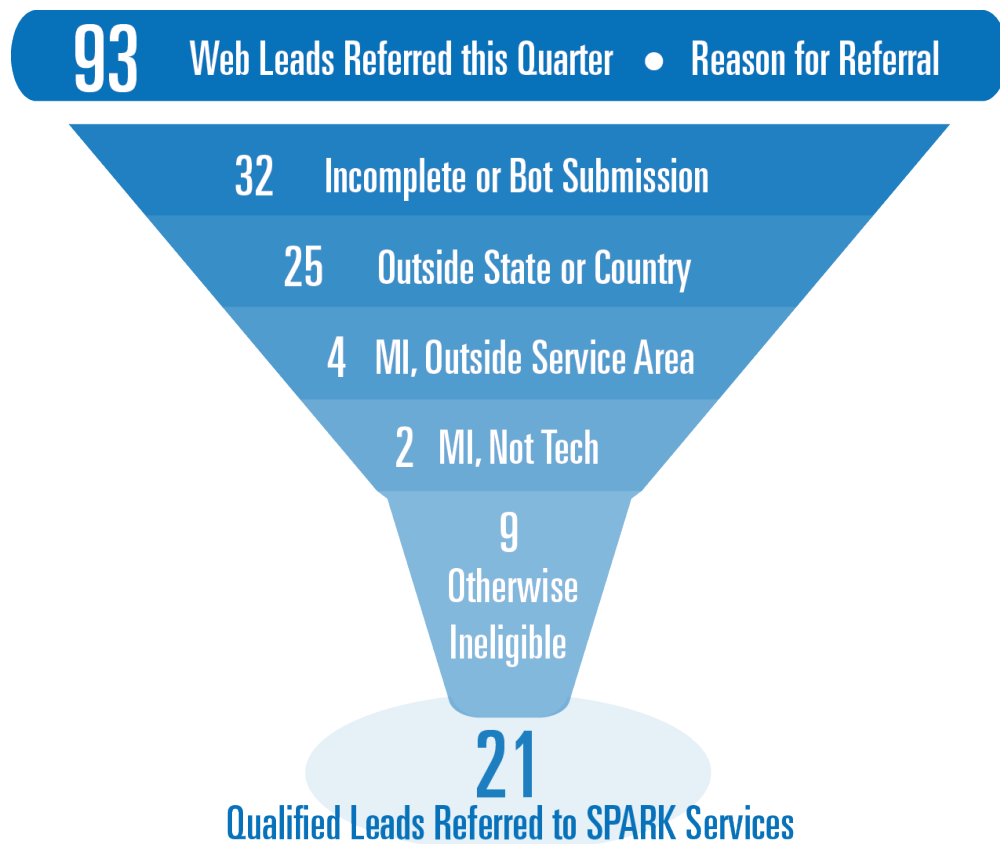
Ann Arbor SPARK works to advance the economy of the Ann Arbor region by establishing the area as a desired place for business expansion and location... by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.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

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Ann Arbor-Ypsilanti Smart Zone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report • January 1, 2016 – March 31, 2016

Business Accelerator Intake – Phase I



Companies Created

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

Uniq ID	Company Description
7886	Career management and recruitment SaaS platform for professionals within the diversity community.
7938	Decision making software that helps users make decisions in a structured, systematic, and dynamic way.
7885	Uber for lawn services.
7762	Proprietary software that mines social media for intent.
7651	Services to help students take action on their passions and interests.
7692	Brain-computer interface for cognitive assessment.
7038	Automotive in vehicle cybersecurity software.

Boot Camp

Ann Arbor SPARK held the kickoff of its 28th Entrepreneur Boot Camp on March 14th. The two-day event took place April 7th and 8th at The Kensington Court in Ann Arbor. Boot Camp integrates the Lean Startup Methodology into its curriculum to help our early stage companies assess and validate the feasibility of their business concept, build their business model, and find beta customers. Companies are guided by a “coach” and are matched with hand-picked mentors to assist with their most pressing needs.

Uniq ID	Company Description	FTEs
7605	Software solutions for third party logistics providers, to enable better coordination between customers and suppliers.	1
7692	Brain-computer interface for cognitive assessment.	2
7700	A SaaS platform designed to align company goals with IT opportunities.	3
7762	Proprietary software that mines social media for intent.	2
7772	Cloud computing that runs parallel libraries resulting in large speedup.	2
7816	Application to detect, quantify, and in many cases automatically fix inefficiencies in large-scale, enterprise software systems.	1
7829	Minimize or eliminate inherent noise in the stock market, allow for truer stock market movements without bias.	4
7889	Tailored slipcovers for furniture.	3
7924	Educational music app geared towards classical musicians- provides the orchestral accompaniment to any solo piece.	2
7927	Mobile platform for connecting people with the same chronic conditions.	2
7928	Real estate platform that leverages lifestyle based considerations into the search process.	3
7938	Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	1
7939	Hands on maker-space for kids.	4
7940	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	2
7943	COPPA compliant family organization and security application for families with children under age 13.	1
Total (15 Companies)		33

Work Accomplished

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

The following companies received Phase II Due Diligence assistance this quarter:

Uniq ID	Company Description	FTEs	Billed Support
5640	Interactive tablet menu for restaurants.	4	\$2,000
7699	Automates data science for business decision makers through source connectivity capabilities and a business data marketplace.	2	\$375
7762	Proprietary software that mines social media for intent.	2	\$1,875
Total (3 companies)		8	\$4,250

The following companies received Phase III support:

Uniq ID	Company Description	Project Description	FTEs	Billed Support
1796			4	\$10,000
	Internet-based medical records service.	Marketing and strategy surrounding NAT Council conference attendance.		\$10,000
2897			1	\$1,695
	Social networking SaaS for internal communities such as companies.	Create high-level market entry strategy using feedback from prospective customers of the Bioboxx in multiple segments.		\$1,695
4965			4	\$4,063
	Vaccination awareness activities for children's museums.	NSF video production.		\$4,063
4984			1	\$47,190
	Mobile app for local retailers to prevent customers trying out products in their store, then buying online.	API integration, HTML scraper, FTP server integration.		\$41,250
				\$5,940
6535			2	\$8,700
		Assist with business development, and building sales team.		\$1,400
	Solar energy customized solutions.	Marketing materials, technical specification development, and project development for overseas market opportunities.		\$2,500
		Develop GUI for network connectivity.		\$3,750
		Secure US pilot and develop new customer finance models.		\$1,050
6545			2	\$480
	Software platform applies predictive analytics to strategic decisions regarding IP management.	Patent search and development. Preparation of operating agreement.		\$480
6775			2.5	\$475
	Student loan marketplace and clearinghouse for best deals.	Repackage existing code.		\$475
6800			2	\$1,050
	Smart bike providing bike sharing solutions to communities.	Response to second office action for US patent application.		\$1,050
6977			4	\$725
	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	Update the brand image and messaging.		\$725

Uniq ID	Company Description	Project Description	FTEs	Billed Support
7154			2	\$1,625
	Software to manage the capture and remote analysis of retinal images to diagnose eye diseases.	Business planning, budgeting, liaise with IT contractor, support technical, scientific, and business teams.		\$1,625
7176			1.5	\$432
	Stair climbing wheelchair.	Write and file U.S. patent application to convert preexisting provisional patent application into non-provisional utility patent application.		\$40 \$152 \$240
7336			8	\$2,660
		Team headshots for website.		\$800
	Supply chain software.	Custom graphics and icons for company decks, thought leadership pieces, and one-pagers.		\$620 \$1,240
7371			1.5	\$4,050
	Football coaching tool with automated play timer and pass clock.	Utility patent application.		\$4,050
7375			2	\$3,500
	Mobile app for tracking and analyzing pain data.	Trademark application, patent license agreement.		\$3,500
7444			1	\$8,900
	Online marketplace for pollination services.	Website build and UI/UX.		\$8,900
7448			2	\$5,603
	Private interactive 24-hour assistance to those with substance abuse disorders.	Design and implement efficacy trials.		\$2,423 \$2,130 \$1,050
7484			6	\$5,000
	Products serving the legal ecosystem.	Website development.		\$5,000
7493			10	\$8,390
	HCIT product to help individuals define their purpose and manage their willpower to change their behavior.	Provisional patent application.		\$8,390
7570			2	\$9,350
	Battery research and development firm with proprietary intellectual property of a lithium ion battery with a carbonless cathode.	Testing of foam products.		\$9,350

Uniq ID	Company Description	Project Description	FTEs	Billed Support
7612			8	\$2,450
	Animal health solutions for the companion animal and veterinarian markets.	Website construction, inbound marketing strategy, SEO, and content creation.		\$2,450
7651			1	\$3,025
	Services to help students take action on their passions and interests.	Content development for curriculum and Facebook campaign.		\$300
		Financial and accounting system setup.		\$300
		Program curriculum and training materials.		\$650
				\$1,000
7681			4	\$3,294
	High-purity silica from biogenic waste streams.	Lifecycle equity and IP documents.		\$455
		Copywriting, media contact, investor relations, branding, messaging, and integration.		\$330
		Financial and accounting system setup.		\$666
7728			7	\$17,600
	Motion-based simulator products, including racing and flight simulators.	Supply chain and relocation assistance. 1/2		\$2,000
		Accounting system design and implementation.		\$3,215
		Corporate formation package.		\$785
		Website design and development.		\$2,200
		Supply chain and relocation assistance.		\$1,800
		Website design and development, SEO, and SEM.		\$4,000
				\$1,800
7749			2	\$7,300
	Visualization and marketing platform for the event industry.	Modeling and content creation for sales contract fulfillment.		\$1,200
				\$1,500
				\$1,500
				\$800
				\$2,300
7772			2	\$4,125
	Cloud computing that runs parallel libraries resulting in large speedup.	Key business development tasks. Value proposition, business plan, revenue model, and go-to-market model development. Support investor meetings. Develop IP strategy.		\$1,250
				\$1,175
				\$1,700
7815			1	\$14,640
	Online learning platform for contract lawyers.	Develop a sales and marketing plan.		\$480
				\$5,600
				\$2,080
				\$6,480
Total (26 Companies)			83.5	\$176,321

SPARK Central Innovation Center

Ground Floor – *Pre-Seed Stage*

Incubator clients are charged a license fee per seat, or person(s) using the space. Throughout the quarter, there have been a total of eight companies occupying 19 of the 24 designated incubator seats. In the first quarter, we updated the ground floor incubator space increasing capacity by 10 seats, and added a conference room.

Uniq ID	Company Description	Start Date	Exit Date	Incubator Seats	FTEs
4519*	Platform giving independent app publishers technology for customized native ads and access to advertisers	12/1/15	8/1/16	5	7
7275	Online personal family assistant and organization / coordination tool	1/1/15	2/28/17	1	3
7374	Augmented reality app for immersive digital experiences based on children's books	2/1/15	9/30/16	2	1
6545	Software platform applies predictive analytics to strategic decisions regarding IP management	8/1/15	1/31/16	1	2
6835	Combustion cycle and injection technology	6/1/15	12/1/16	6	7
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies	10/27/15	4/27/16	1	1
7749	Visualization and marketing platform for the event industry	2/21/16	5/21/16	2	2
7448	Private interactive 24-hour assistance to those with substance abuse disorders	7/6/15	8/31/16	1	2
Total (8 companies)				19	25

Third Floor – *Seed Stage*

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

Uniq ID	Company Description	Start Date	Exit Date	Incubator Seats	FTEs
4547*	Advanced nanofabrication methods and a novel three dimensional (3D) approach to sensor assembly	2/1/14	2/29/16	4	8
7696*	SaaS claim analytics, administrative support, and dashboard for retail insurance agents	1/1/16	1/1/17	2	1
7336*	Supply chain software	11/16/15	11/15/16	15	8
Total (3 Companies)				21	17

Fourth Floor– *Growth Stage*

SPARK identified and took action to meet the need in the startup community for flexibly structured, competitively priced office space in downtown Ann Arbor. During the first quarter, we expanded our incubation service portfolio to include more than 6000 square feet of workspace in the top floor of the SPARK Central Innovation Center. This space is ideal for growth stage companies that are either grown in-house, or moving to the area. At full capacity, this new workspace will seat over 60 people.

Uniq ID	Company Description	Start Date	Exit Date	Incubator Seats	FTEs
7341	Conversational IVR platform that combines voice, mobile messaging, and location-based services	2/1/16	7/31/16	2	10
7713	High accuracy high precision maps of road networks for use in autonomous driving vehicles	1/15/16	7/15/16	1	1
4791	Consolidated event planning and management software platform	12/31/15	6/30/16	5	5
7748	Uses proprietary Web-based reporting platform to build analytical, predictive reporting tools	1/11/16	1/11/17	1	1
5601	Digital content aggregation and distribution	12/9/15	6/9/16	1	1
4472	An online platform that empowers college students to showcase their work and skills to startups	9/8/15	3/8/16	10	17
3568	Software that monitors camera system performance on assembly lines	3/23/16	9/23/16	7	26
Total (7 Companies)				27	61

Exit dates may have passed as some clients have a month-to-month arrangement.

* Client occupies private suite or office within incubator.

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
7143	Games to discover the rules of organic chemistry	1/1/16	6/30/16	1
7750	On-demand building of communication skills through virtual reality simulations	1/1/16	7/1/16	3
7667	Precise gene editing for the development of human disease models, as well as regenerative medicine	9/1/15	3/1/16	2
7241	Legal e-billing and matter management system	10/1/15	4/1/16	1
1282	Technologies for integrated and standardized assessments of blood damage/red blood cells	7/1/10	3/31/16	4

Uniq ID	Company Description	Start Date	Exit Date	FTEs
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services	9/1/15	2/28/17	1
7943	COPPA compliant family organization and security application for families with children under age 13	3/14/16	9/14/16	1
7830	Promotes employment and social enterprise in the state's most distressed urban areas	12/10/15	6/10/16	1
7362	Digital content marketplace and book-sourced content provider	1/21/15	1/1/16	3
338	Information and news aggregator and filter	7/1/10	1/1/16	1
7651	Services to help students take action on their passions and interests	11/1/15	4/30/16	1
7046	Electronics-based metering and power line communication	4/1/14	1/1/16	1
7728	Motion-based simulator products, including racing and flight simulators.	10/15/15	4/15/16	7
2679	Development of therapies for treatment of bone-related conditions in animals	6/15/15	6/30/16	2
6356	A new marketing-based, platform-agnostic, real-time media alert solution	2/1/13	6/30/16	1
7796	Mobile game developer	12/7/15	6/30/16	5
7885	Uber for lawn services	3/1/16	8/1/16	4
7466	App for helping millennials create savings plans with banks	3/1/15	1/1/16	6
3221	Advanced software solutions for sewer modeling to municipalities and engineering consultants	3/1/12	1/1/16	4
7666	Platform to provide video conference for patient care by medical providers	9/30/15	2/29/16	6.5
4406	Complete "recommender system" for websites built with Drupal content management system	7/15/15	6/30/16	1
6635	A VIP lead generation service for the disaster restoration industry.	11/1/14	1/1/16	3
7153	Brain imaging service for development of medications or devices for the central nervous system	7/1/14	6/30/17	1
7747	Help experts with differentiated value proposition to commercialize and monetize their IP	10/20/15	4/30/16	1
7594	Publisher of TV entertainment and listings magazines	5/12/15	9/30/15	1
7441	Educational gaming platform	3/20/15	1/1/16	2.5
5557	Digital marketing intelligence	7/1/12	6/30/16	4
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions	5/13/11	1/1/16	2.5
6600	Medical device for vision enhancement in persons with partial loss of sight	6/1/13	6/30/16	2
3637	Therapeutic for treatment of retinal diseases	8/1/13	6/30/16	4
1496	Consulting IT services	3/1/16	8/31/16	6
6778	Network that allows startups to access crowd-sourced product-market fit solutions	6/10/14	1/31/16	1
2821	Firmware app for collecting/analyzing multiple patient parameters in a real-time ICU	9/1/10	3/31/16	3

Uniq ID	Company Description	Start Date	Exit Date	FTEs
7254	SaaS offering that formalizes the business impact / risk analysis processes	10/1/15	4/1/16	4
7752	SMB analytics and innovative mobile consumer/business interaction	11/2/15	4/30/16	3
7680	Big data Intelligence-as-a-Service platform built for credit unions and community banks	10/15/15	4/15/16	1
Total (36 Companies)				95.5

Hosted Networking and Educational Events

Although we just introduced SPARK.ed in January, it is quickly growing to be our most popular event. The companies that attend rave about the content and structure of the workshops, which are the two components we set our focus on since inception.

Here's what a couple attendees have to say:

"Thank you so much for these invitations. I have signed up for Ted again. He is absolutely brilliant. He has given me some help outside of the classroom and it's game changing. He said to make sure I was at this coming demo master class. I can't wait. This is such a valuable series you are putting on."

-Gavin Todd of ShopWindow

"Eric was a really fantastic speaker who very clearly had deep experience around his topic. I like the emphasis on simplification of the great results that can be achieved with well-motivated but computationally simple models."

-Clayton Yochum of Methods Consultants

We are very excited about what SPARK.ed is becoming. We recently increased our invitation list, but intend to keep the workshop small (12 attendees) to maintain the quality. Below is a list of those invited:

SPARK.ed Company Criteria:

- Coachable early stage tech company
- A founder or one of the 1st five employees (exceptions allowed)
- SPARK affiliation on any level
 - Companies that have received a grant from SPARK
 - Companies that participated in Boot Camp or workshops
 - Prospects for funding, services, and/or companies we're trying to attract to Ann Arbor
 - SPARK Tenant

Event Name	Date(s)	Approx # of attendees		Purpose of Event
		Entrepreneurs	Total Attendees	
Selling Smart	1/6/16, 2/3/16, 3/2/16	25	69	<p>The Selling Smart Series is held the first Wednesday each month and includes an hour of practice selling, followed by an hour presentation on a different sales topic.</p> <p>Speakers: Joe Marr, Sandler Training - Ann Arbor; Kami Michels, DreamMaker Bath & Kitchen; Andrew Weinberger, LTI IT and Bill Wisniewski, Danish Myo Technology</p> <p>Description: The Selling Smart Series is held the first Wednesday each month and includes an hour of practice selling, followed by an hour presentation on a different sales topic.</p>
SPARK.ed	1/13/16, 1/20/16, 1/26/16, 2/10/16, 2/17/16, 2/24/16, 3/9/16, 3/22/16, 3/29/16	75	77	<p>SPARK.ed is a weekly workshop geared towards helping entrepreneurs build better businesses. At each workshop, an accomplished industry expert will discuss tips, tools, and best practices any early-stage company can adopt to scale their business. This Quarter's sessions were led by Tom Simon, Chris Jue, Ted Dacko, and Eric Schwartz.</p> <p>Speakers: Nicole Walker, Baird Capital; Jeffrey Rinvelt, Renaissance Venture Capital Fund and Tim Petersen, Arboretum Ventures</p> <p>Description: BioArbor hosts educational networking events for the life sciences industry in the greater Ann Arbor area. Each monthly meeting features a networking session and an invited speaker(s), followed by a Q&A period.</p>
Bio Arbor	3/9/16	133	133	<p>This is a networking event for SPARK staff and Innovation Center clients to share updates, milestones and successes with one another and with the Marketing Dept. and Jenn Cornell Public Relations, and to make introductions.</p>
Incubator Client Lunch	3/21/16	42	64	
Total		279	347	

All events were held at the SPARK Central Innovation Center.

Microloans

As of 3/31/16

L DFA Funds received	\$1,050,000
Microloans Disbursed	\$(1,348,461)
Repayments	\$465,540
Misc. Expenses	\$(6,017)
Bank Balance	\$161,062

Number of Loans to Date	Total Value of Loans Provided to Date	# Of Loans Written Off in Full	# Of Loans Partially Written Off	Value of Loans Written Off – Including Interest	Loans Paid Back in Full	Partial Payments of Loans	Loan Amount Repaid to Date – Including Interest
40	\$1,348,461	10	3	\$416,221	7	10	\$465,540

Microloan Notes:

- Total loans due are \$879,301.25, including interest accrued through 3/31/2016
- Amount available to lend is \$161,062
- Total current FTE for microloan companies: 138
- Jobs retained during the term of the loans: 86, jobs created: 52
- During this contract quarter there were 7 loan applicants (1 approved)
- 0 loans were denied
- 1 loan was disbursed to Phasiq, \$30,000
- 0 were approved for disbursement for the following quarter

Internship & Entrepreneur-In-Residence Programs

Entrepreneur-In-Residence Program

This quarter, six 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
3476	High quality, solid state lighting combining organic and inorganic materials, that mimics sunlight; lower cost than other LEDs	\$3,550	5
6834	Developer and manufacturer of high-resolution sensors used for near real-time diagnostics in food pathogen testing	\$5,750	4
7362	Digital content marketplace and book sourced content provider	\$18,000	3
7441	Educational gaming platform	\$4,155	2.5
7448	Private interactive 24-hour assistance to those with substance abuse disorders	\$4,000	2
7681	High-purity silica from biogenic waste streams	\$4,000	4
Total (6 Companies)		\$39,455	20.5

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
3045	Software and business management services connecting buyers and sellers with shorter, transparent supply chains	\$2,308	7
7448	Private interactive 24-hour assistance to those with substance abuse disorders	\$128	2
Total (2 Companies)		\$2,435	9

*Billed total does not match support total due to payroll taxes and fees not included in per company totals.

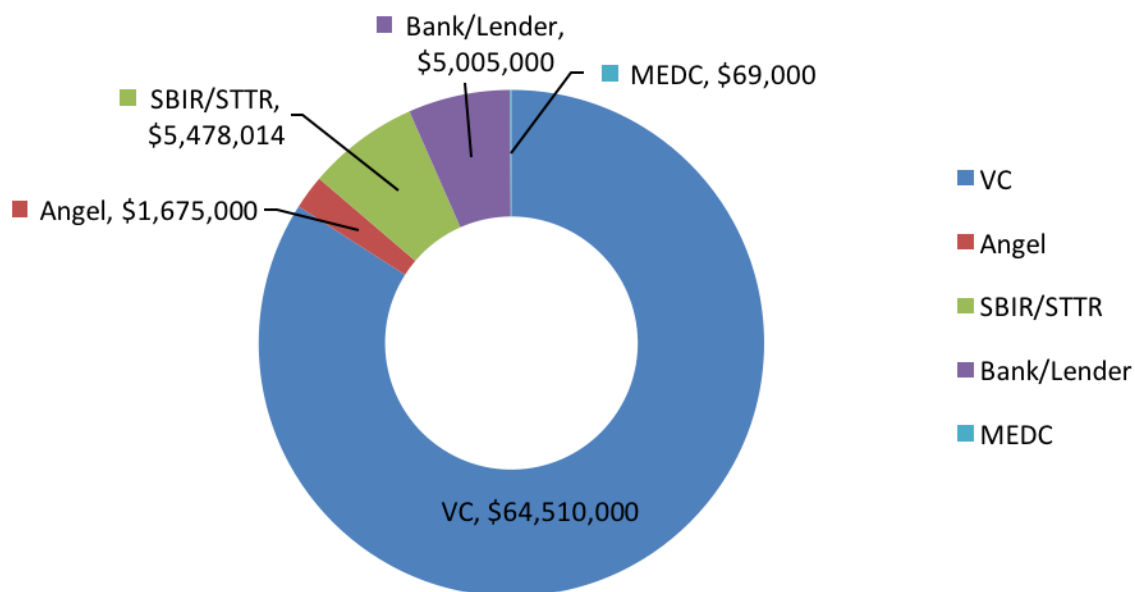
Capital raised

Grants awarded and private equity raised this quarter by companies previously served with LDFA funded programs.

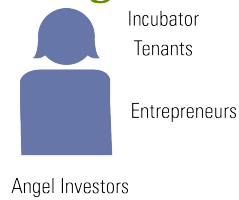
Uniq ID	Company Description	Transaction Notes	Type	Amount
321	RFID-based sensor tags for supply-chain management of healthcare products and perishable goods	SBIR-Phase I; DoHS	Grant	\$99,993
321	RFID-based sensor tags for supply-chain management of healthcare products and perishable goods	SBIR-Phase I; DoD	Grant	\$149,851
321	RFID-based sensor tags for supply-chain management of healthcare products and perishable goods	SBIR-Phase II; DoD	Grant	\$517,363
340	Microprocessor controlled limbs	SBIR-Phase I; NIH	Grant	\$157,471
444	Conductive coatings for medical devices used in cardiology and neurotechnology, research	Allied Minds; standard convertible note	Convertible Debt	\$1,100,000
458	Coatings based on octasilsesquioxanes	SBIR-Phase I; NSF	Grant	\$149,819
815	Work with optics, opti-mechanical, 3D, and MEMS	SBIR-Phase II; DoD	Grant	\$541,136
1282	Technologies for integrated and standardized assessments of blood damage/red blood cells	N/A	Convertible Debt	\$75,000
1282	Technologies for integrated and standardized assessments of blood damage/red blood cells	MIETF	Private Equity	\$25,000
1282	Technologies for integrated and standardized assessments of blood damage/red blood cells	SBIR-Phase I; NIH - FDA	Grant	\$150,000
1282	Technologies for integrated and standardized assessments of blood damage/red blood cells	SBIR-Phase I; NIH	Grant	\$212,626
1286	Ocular diagnostics for metabolic diseases	Source: Founders; Convertible Note	Convertible Debt	\$250,000
1471	Acrylic sign lighting technology	JP Morgan Chase; Term: 30 months	Debt	\$1,000,000
1471	Acrylic sign lighting technology	JP Morgan; Terms:LOC	Debt	\$4,000,000
1796	Internet-based medical records service	Terms: Due in 90 days, 3% over prime	Debt	\$5,000
1848	Glucose monitor that recommends dosage adjustments for improved glycemic control	STTR-Phase II; NIH	Grant	\$749,820
2198	A new manufacturing process that produces lightweight, ultra high strength magnesium alloy products cost effectively	SBIR-Phase II; NIH	Grant	\$224,700
2316	Vacuum and hermetic packaging of MEMS using solder	SBIR-Phase I; DoD	Grant	\$149,994

Uniq ID	Company Description	Transaction Notes	Type	Amount
2316	Vacuum and hermetic packaging of MEMS using solder.	SBIR-Phase I; DoD	Grant	\$499,535
2539	Hospital bed communication tablet.	Private Investor, Seed Series	Private Equity	\$500,000
2539	Hospital bed communication tablet.	Private Investor and Angels	Convertible Debt	\$375,000
2592	Drug discovery platform that reveals the structure of RNA (ribonucleic acid) and identifies the small molecules that will bind to these structures.	SBIR-Phase II; NIH	Grant	\$728,566
3045	Software and business management services connecting buyers and sellers with shorter, transparent supply chains.	Seed Round	Convertible Debt	\$600,000
3082	Currently used titanium dental implant takes about 6 months for healing. We can coat a layer of fluoroapatite on the implant to shorten the healing time to half. The global dental implants market generated revenues of \$ 2 billion in 2007.	STTR-Phase I; NIH	Grant	\$188,406
3368	SaaS model software to help companies find and access grants, and collaborate.	Angels	Private Equity	\$225,000
3368	SaaS model software to help companies find and access grants, and collaborate.	Private	Convertible Debt	\$250,000
4076	Ophthalmic pharmaceuticals for vision loss due to photoreceptor cell death.	SBIR-Phase II; NIH	Grant	\$30,875
4076	Ophthalmic pharmaceuticals for vision loss due to photoreceptor cell death.	SBIR-Phase II; NIH	Grant	\$5,000
4425	Mobile loyalty system for quick service restaurants which creates a cross promotional platform with customized deals.	Amherst Fund	Private Equity	\$450,000
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	Creative Co. Services Fund – Round 1	Grant	\$8,000
4522	Tissue-engineered ligament replacement for dogs.	STTR-Phase I; NSF	Grant	\$225,000
4522	Tissue-engineered ligament replacement for dogs.	STTR-Phase I; NIH	Grant	\$222,922
4544	Pharmaceutical for treatment of adrenal cancer.	Series B investment led by New Enterprise Associates, Inc.	Private Equity	\$62,000,000
4547	Advanced nanofabrication methods and a novel three dimensional (3D) approach to sensor assembly.	Creative Co. Services Fund – Round 1	Grant	\$12,000
4803	An intuitive integrated display that retrieves medical data.	N/A	Convertible Debt	\$250,000
6230	Bar-code surgical instruments and sponges.	Friends and Family	Founder	\$25,000

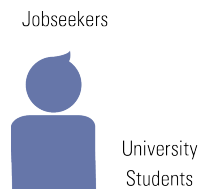
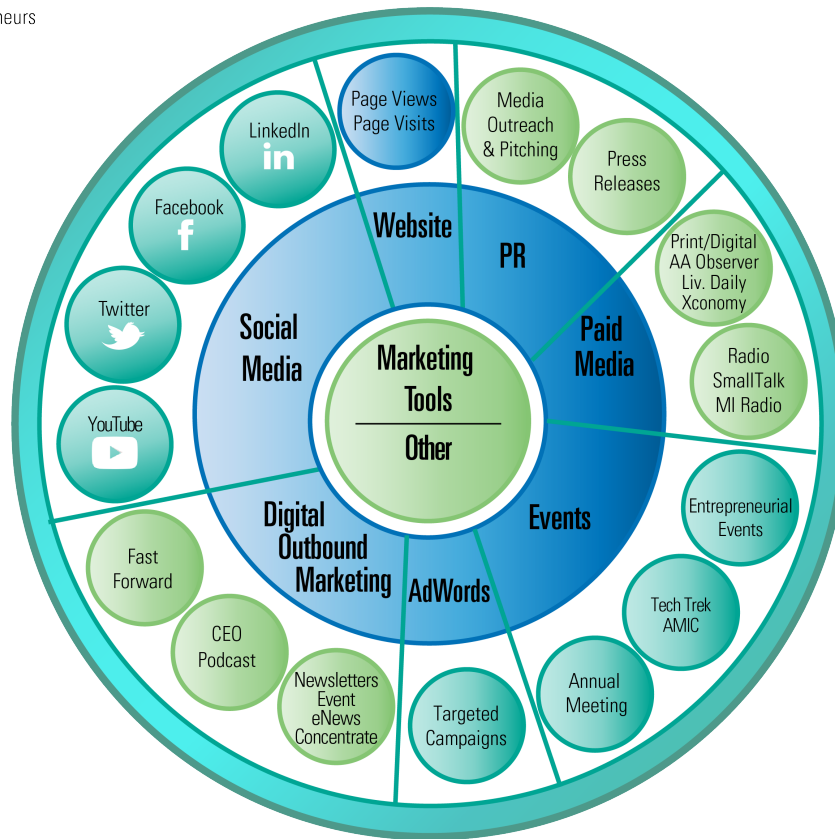
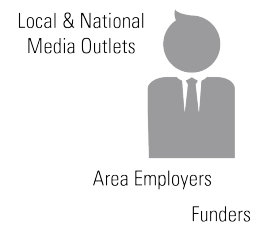
Uniq ID	Company Description	Transaction Notes	Type	Amount
6350	Alternative novel material to ceramics	SBIR-Phase I; NSF	Grant	\$150,000
7117	Data processing algorithms and curated genetic database software as a service.	\$940000 Series A Broe Group	Private Equity	\$940,000
7117	Data processing algorithms and curated genetic database software as a service.	Creative Co. Services Fund – Round 1	Grant	\$10,000
7143	Games to discover the rules of organic chemistry.	MergeLane Accelerator. 6% Equity.	Private Equity	\$20,000
7143	Games to discover the rules of organic chemistry.	NSF SBIR Phase 1	Grant	\$149,940
7143	Games to discover the rules of organic chemistry.	State of MI SBIR match	Grant	\$25,000
7374	Augmented reality app for immersive digital experiences based on children's books.	Creative Co. Services Fund – Round 1	Grant	\$14,000
7696	SaaS claim analytics, administrative support and dashboard for retail insurance agents.	Misc. angel	Private Equity	\$150,000
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	SBIR-Phase I; DoD	Grant	\$149,997
Total (31 Companies)				\$77,762,014



Integrated Marketing Plan Update



SPARK Integrated Marketing Plan



Metric	Third Quarter YTD	Yearly Goal	YTD Progress to Goal	Rationale for Yearly Goal
Newsletter Open Rate*	24%	20%	Exceeded by 4%	Beat industry standard (18%) by 2%. *Not cumulative
Entrepreneurial Services Webpage Views	202,073	53,211	359%	Increase Page Views to ES by 3,000 annually above 2013-2014 fiscal year.
Webpage Visits by Ann Arbor Residents	41,214	65,072	60%	Increase visits to the website from Ann Arbor overall by 5,000 annually over 2013-2014 fiscal year.
Social Media Referrals	2,436	3,297	64%	Increase visits from Ann Arbor to website from social media by 500 visits above 2013-2014 fiscal year.
Video Views	3,412	4,506	68%	Increase video plays from Michigan by 500 annually above 2013-2014 fiscal year.
PR Views & Hits*	18,471	25,000	74%	Increase views and hits of Ann Arbor startups in local, regional, and national news publications.

*Due to a change in PR vendors we have taken the opportunity to track views and hits of releases highlighting Ann Arbor companies and activity. This change coincides with the start of the second quarter so our yearly goal is created from a nine-month trend line based on that quarter.

Methodology

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

Initial Data Entry

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

Retained FTEs

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

Current FTEs

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

Annual Survey

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

Jobs Created

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

Software

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

1. **In4Grants:** \$3,750 – Quarterly payment. Grant research, application, and coordination software available to all incubator and accelerator clients for free.
2. **Conrin:** \$540 – Salesforce consultants working on continuous improvement of CRM and data management.
3. **DocuSign:** \$324.36 – Annual fee for document and signature management software to expedite operations.

Glossary

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

Companies Served

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

Full-Time Equivalent

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

Jobs Created

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

Jobs Retained

Number of jobs retained by the companies that contractor served or are incubator clients; does not include contract positions. Basically includes the number of positions or employees at the companies that have been retained because of the funding from the incubator or because of the services that the incubator provided.

New Companies Created

Number of new companies created as a result of contractor's involvement. Companies can be defined as sole proprietorship, LLC, Corp, etc. Involvement can mean: 1) contractor provided services or funding to the company, 2) the company is located in contractor's incubator, 3) the company is a university spin-out, 4) contractor spoke with the newly formed company and provided them help with the next steps in building his/her company for example other resources, training classes, etc., or 5) contractor spoke with the CEO/CTO prior to the company formation. A company is only counted as 'new' if it is incorporated within the subsequent 12 months of the service provided.

Tech Company

A business in which research and development brings forth an innovative product or process. The innovation typically involves intellectual property that contributes to a strong competitive advantage in the marketplace, and serves as a foundation for a high rate of growth.