

LDFA REPORT 2018 - 2019

ANN ARBOR/YPSILANTI SMARTZONE

Q4

134 COMPANIES
SERVED

72 JOBS
CREATED

7 COMPANIES
CREATED

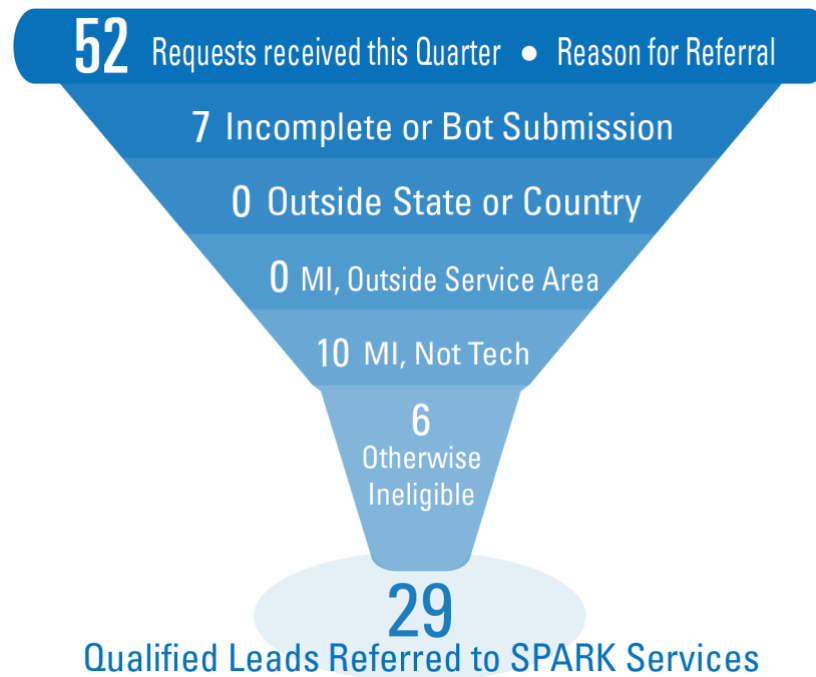
\$121 M FUNDS
RAISED
INVESTMENTS & GRANTS

\$459 K
DIRECT SUPPORT

Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: April 1, 2019 – June 30, 2019

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
11513	An online educational tool that allows survivors of sexual assault to disclose their assault for the first time with more assuredness that they will be believed and supported.
11519	Studio producing entertainment content for video games, animation, comics, books, toys, music, and apparel/merchandise.
11252	Two wheeled 'series hybrid' for developing markets.
11351	Harness for snow, surf, and land kiting.
11590	Increase in-person interaction within the gaming world as well as a marketplace for players to trade surplus.
11562	A national online employment solution for academics seeking research opportunities and labs who need to hire the best talent.
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.
Total (7 Companies)	

Boot Camp

The following teams progressed through the Boot Camp program. Kickoff was on March 29, check-in day was held April 8, and the two Mentor Days were held May 6 and 7.

Uniq ID	Team Description	FTEs
11593	Designs and manufactures advanced automotive test equipment, test benches, and prototyping using Augmented Reality (AR) Technology.	11
11585	A cross-platform service that breaks down the boundaries between gaming consoles and PC.	5
11564	Provides 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.	1
11563	Dental mirrors providing clinicians with essential indirect vision of treatment sites in all dental procedures from exams to complex surgeries.	1
11562	A national online employment solution for academics seeking research opportunities and labs who need to hire the best talent.	2
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	1
11536	A budgeting application that offers simple budgeting concepts for someone who is a new budgeter or seasoned budgeting veteran.	2
11513	An online educational tool that allows survivors of sexual assault to disclose their assault for the first time with more assuredness that they will be believed and supported.	1
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	1
11367	Software for school exit loan counseling guidance process.	1
11324	Human behavior prediction using Artificial Intelligence.	3.5
11308	Electronic platform to deliver communication skills.	0.5
Total (12 Companies)		30

Business Acceleration

Companies in the below tables are marked with the following codes:

M = Mobility Company

Y = Ypsilanti Company

U = University of Michigan affiliated

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

Uniq ID	Opportunity: Description	FTEs	Billed Support
11564	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.	1	\$440
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.	2	\$2,000
8806	Turnkey passive home entry module.	4	\$2,000
Total (3 Companies)		7	\$4,440

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

Company Description	Project Description	FTEs	Billed Support
233		1	\$13,005
Treatment for the antibiotic-resistant intestinal disease known as Clostridium difficile.	Prepare compound for testing.	1	\$1,170
Treatment for the antibiotic-resistant intestinal disease known as Clostridium difficile.	Prepare compound for testing.	1	\$3,083

Company Description	Project Description	FTEs	Billed Support
Treatment for the antibiotic-resistant intestinal disease known as Clostridium difficile.	Prepare compound for testing.	1	\$3,345
Treatment for the antibiotic-resistant intestinal disease known as Clostridium difficile.	Prepare recombinant secretory component.	1	\$5,407
11105		2	\$3,927
Do it yourself financial planning in a digital platform.	Provisional patent.	2	\$2,964
Do it yourself financial planning in a digital platform.	Registration as a new investment advisory firm.	2	\$963
11110U		3.5	\$2,083
Web-based software package that allows patients to complete their personal and family history at home.	Supplement to executive summary and promissory note.	3.5	\$2,083
11112		1	\$2,902
Software products that enable IBM Security AppScan and IBM QRadar to support advanced capabilities both previously could not.	Formation, document creation, and license negotiations.	1	\$2,902
11307		4	\$2,000
3D printing customized, low-risk medical devices and training simulators.	Formation and operating agreement.	4	\$2,000
11308		0.5	\$600
Electronic platform to deliver communication skills.	Accounting system training and migration to QuickBooks.	0.5	\$600
11312Y		1	\$691
Decentralized cryptocurrency exchange.	LLC formation package, terms and conditions for website, trademark filing, and nondisclosure agreement.	1	\$691
11320		2	\$3,883
Data analysis functionality for tech products and other digital artifacts.	Trademark, contractor and equity grant, terms of service, privacy policy, DMCA, and HIPAA and compliance research.	2	\$3,200
Data analysis functionality for tech products and other digital artifacts.	Trademark, contractor and equity grant, terms of service/privacy policy/DMCA, and HIPAA and compliance research.	2	\$683
11335M		1	\$7,000
Method to evaluate the safety of an autonomous vehicle.	Utility patent.	1	\$7,000
11344		0.5	\$1,095
Algorithmic water beta platform to directly price and index water risk in financial portfolios.	C corporation conversion, term sheet development for seed round, external advisor agreements, and key partner due diligence.	0.5	\$390

Company Description	Project Description	FTEs	Billed Support
Algorithmic water beta platform to directly price and index water risk in financial portfolios.	C corporation conversion, term sheet development for seed round, external advisor agreements, and key partner due diligence.	0.5	\$705
11350M		0.5	\$6,750
Autonomous last mile delivery trailer.	Domestic filing of four patents.	0.5	\$5,000
Autonomous last mile delivery trailer.	Setting up an accounting system. Assist in updating financial models for fundraising. Provide financial consulting during fundraising.	0.5	\$1,750
11351		2	\$9,868
Harness for snow, surf, and land kiting.	Legal services and patent application.	2	\$2,100
Harness for snow, surf, and land kiting.	Patent application for harness system.	2	\$2,843
Harness for snow, surf, and land kiting.	Legal services and patent application.	2	\$613
Harness for snow, surf, and land kiting.	Legal services and patent application.	2	\$4,313
11353		0.5	\$2,793
Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	Legal services legal services to work with U-M to get a licensing agreement in place, to finalize our cap table, and to work on putting together a contract with a potential customer.	0.5	\$2,793
11367		1	\$20,594
Software for school exit loan counseling guidance process.	Legal and trademarking.	1	\$2,500
Software for school exit loan counseling guidance process.	Business intelligence tool, customer support integration, transactional emails, front-end and back-end production, browser compatibility testing, integration, system monitoring, and alerting capabilities.	1	\$6,000
Software for school exit loan counseling guidance process.	Business intelligence tool, customer support integration, transactional emails, front-end and back-end production, browser compatibility testing, integration, system monitoring, and alerting capabilities.	1	\$6,000
Software for school exit loan counseling guidance process.	Business intelligence tool, customer support integration, transactional emails, front-end and back-end production, browser compatibility testing, integration, system monitoring, and alerting capabilities.	1	\$6,000
Software for school exit loan counseling guidance process.	Logo design.	1	\$94
11376		3	\$4,550
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.	Branded PowerPoint template, website update and overhaul, promotional brochure updates, LinkedIn company page, one-sheet.	3	\$2,150

Company Description	Project Description	FTEs	Billed Support
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.	Branded PowerPoint template, website update and overhaul, promotional brochure updates, LinkedIn company page, one-sheet.	3	\$2,400
11478		1	\$7,500
Management software for snack food distributors.	Development of e-commerce website.	1	\$7,500
11519		0.5	\$1,000
Studio producing entertainment content for video games, animation, comics, books, toys, music, and apparel/merchandise.	LLC corporate formation package.	0.5	\$303
Studio producing entertainment content for video games, animation, comics, books, toys, music, and apparel/merchandise.	LLC corporate formation package.	0.5	\$698
11540MU		2	\$2,899
Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	Legal formation, operating agreement, and negotiating U-M license.	2	\$2,899
11616		9	\$9,720
Improved visual data representation for storage and data curation.	IP services.	9	\$9,720
3965Y		0.5	\$5,030
Window products that let air in but keep the rain out.	Prepare employment related and sales related contracts.	0.5	\$1,000
Window products that let air in but keep the rain out.	Marketing and sales integration.	0.5	\$4,030
7201		1	\$14,850
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	Market development including branding, refresh website and sales collateral.	1	\$1,500
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	Product enhancements to further automate process and improve UI.	1	\$5,950
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	Legal contracts for health IT, securities, data security and fund raising.	1	\$2,000
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	Legal contracts for health IT, securities, data security and fund raising.	1	\$2,000
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	Market development including branding, refresh website and sales collateral.	1	\$1,500
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	Product enhancements to further automate process and improve UI.	1	\$1,900
7531UY		2	\$330

Company Description	Project Description	FTEs	Billed Support
Lactation simulation model and a breastfeeding education app.	Video marketing and production prep for social media, website, and email rollout.	2	\$120
Lactation simulation model and a breastfeeding education app.	Video marketing and production prep for social media, website, and email rollout.	2	\$210
7656		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	\$1,500
7674		1	\$16,419
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Specialty sensor design and prototype testing continued.	1	\$4,700
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Application engineering for machine shops & factories; develop and test designs for IIOT sensors.	1	\$1,302
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Build financial model, develop growth plan, and establish competitive strategy within IIoT market.	1	\$1,050
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Build financial model, develop growth plan, and establish competitive strategy within IIoT market.	1	\$2,100
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Application engineering for machine shops & factories; develop and test designs for IIOT sensors.	1	\$2,184
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Build financial model, develop growth plan, and establish competitive strategy within IIoT market.	1	\$950
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Specialty sensor design and prototype testing.	1	\$4,133
7704U		1	\$8,105
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Software architecture improvements.	1	\$4,075
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Liberty Mutual SaaS contract, master SaaS contract.	1	\$3,080

Company Description	Project Description	FTEs	Billed Support
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Software architecture improvements.	1	\$950
7841		4	\$1,352
Commercializing a revolutionary material innovation which enables highly sensitive, rugged, low power, and directional detection of neutron radiation.	Help with Zigby integration.	4	\$1,352
7815U		1	\$3,000
Online learning platform for contract lawyers.	Print and digital ad design.	1	\$150
Online learning platform for contract lawyers.	Website redesign and inbound marketing funnel.	1	\$2,850
7876U		2	\$4,000
Wearable graphene nanoelectronics alcohol sensor for real-time alcohol monitoring.	Prototype Design Assistance.	2	\$4,000
8037		7	\$14,981
Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.	Rebrand/position for direct-to-consumer sales.	7	\$8,381
Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.	Rebrand/position for direct-to-consumer sales.	7	\$6,600
8054U		3	\$13,199
Synthetic nano disks that improve vaccine performance.	Negotiate initial licensing and collaboration agreement.	3	\$13,199
8143M		27	\$3,000
Secure vehicle data harvesting product.	SEO Optimization for website.	27	\$1,000
Secure vehicle data harvesting product.	SEO Optimization for website.	27	\$1,000
Secure vehicle data harvesting product.	SEO Optimization for website.	27	\$1,000
8364MU		2	\$4,400
Programming language for computer numeric control manufacturing.	Research and strategy, and brand development.	2	\$2,300
Programming language for computer numeric control manufacturing.	Finalizing note financing. Supporting for the Module Works OEM contract (including review by an attorney familiar with German law) and revisions. Drafting a new TOS for service.	2	\$2,100
8393		1	\$16,950
B2B marketplace where businesses can easily find quality IT professionals.	Create a brand platform, recommendations for overall brand, 12-month marketing plan, and website content.	1	\$5,000
B2B marketplace where businesses can easily find quality IT professionals.	User interface (UI) and implement conversational AI capabilities.	1	\$1,250

Company Description	Project Description	FTEs	Billed Support
B2B marketplace where businesses can easily find quality IT professionals.	Create a brand platform, recommendations for overall brand, 12-month marketing plan, and website content.	1	\$5,000
B2B marketplace where businesses can easily find quality IT professionals.	Collideascope to improve SEO.	1	\$2,000
B2B marketplace where businesses can easily find quality IT professionals.	LinkedIn campaign creation, management and final report.	1	\$2,400
B2B marketplace where businesses can easily find quality IT professionals.	User interface (UI) and implement conversational AI capabilities.	1	\$1,300
8522		2	\$1,322
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	M&A support part II.	2	\$822
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	M&A support.	2	\$500
8591		1	\$500
Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	LMS setup and customer support.	1	\$500
8658		3	\$6,520
Builds and hosts complete, professionally-designed, mobile-responsive websites.	Analysis and search engine optimization.	3	\$760
Builds and hosts complete, professionally-designed, mobile-responsive websites.	Analysis and search engine optimization.	3	\$760
Builds and hosts complete, professionally-designed, mobile-responsive websites.	Upgrade the front-end design of product.	3	\$5,000
8806		4	\$2,350
Turnkey passive home entry module.	Trademarking.	4	\$1,350
Turnkey passive home entry module.	Contract review and drafting.	4	\$1,000
8845		2	\$2,500
Virtual reality entertainment business.	Reseller agreement and international partners agreement.	2	\$2,500
8862		2	\$11,042
Mobile learning platforms to help young people combat sexual violence and misconduct.	Website maintenance continued.	2	\$2,400
Mobile learning platforms to help young people combat sexual violence and misconduct.	Improve website SEO and increase quality lead traffic.	2	\$2,000
Mobile learning platforms to help young people combat sexual violence and misconduct.	Customer service agreement, licensing, equity incentive, advisor, shareholder/commercial agreement, and general counseling.	2	\$362

Company Description	Project Description	FTEs	Billed Support
Mobile learning platforms to help young people combat sexual violence and misconduct.	Website maintenance and support.	2	\$1,500
Mobile learning platforms to help young people combat sexual violence and misconduct.	Website maintenance continued.	2	\$3,540
Mobile learning platforms to help young people combat sexual violence and misconduct.	Customer service agreement, licensing, equity incentive, advisor, shareholder/commercial agreement, and general counseling.	2	\$1,240
9923		2	\$1,068
Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	Website creation, social media graphics bundle, industry sales sheets, and online adds.	2	\$271
Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	Website creation, social media graphics bundle, industry sales sheets, and online adds.	2	\$796
9936		3.5	\$35,577
Disposable oxygenating technology that can be integrated into existing dressings/therapies.	Equity grant agreement, licensing agreement, and advise on transaction structure.	3.5	\$577
Disposable oxygenating technology that can be integrated into existing dressings/therapies.	Overview, project outline, web development, hosting and maintenance.	3.5	\$17,500
Disposable oxygenating technology that can be integrated into existing dressings/therapies.	Overview, project outline, web development, hosting and maintenance.	3.5	\$17,500
Total (41 Companies)		110	\$270,850

Talent Programs

Entrepreneur-In-Residence Program

This quarter, 16 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	FTEs	Billed Support
6828U	Software for the analysis of genetic data.	7	\$2,000
4803U	An intuitive integrated display that retrieves medical data.	6	\$4,800
11376	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.	3	\$8,400

Uniq ID	Company Description	FTEs	Billed Support
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	2	\$3,000
11110U	Web-based software package that allows patients to complete their personal and family history at home.	3.5	\$2,075
5640	Interactive tablet menu for restaurants.	5.5	\$300
11324M	Human behavior prediction using artificial intelligence.	3.5	\$1,050
11105	Do it yourself financial planning in a digital platform.	2	\$3,850
7815U	Online learning platform for contract lawyers.	1	\$3,900
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	2	\$3,400
4432U	Life science research recruiting software.	9	\$9,514
11312	Decentralized cryptocurrency exchange.	1	\$12,413
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2	\$8,500
2203	Online furniture inventory management that allows targeted retailer interaction.	8	\$2,000
8591	Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	1	\$4,000
8440	Web platform to facilitate end of life decisions.	2.5	\$850
Total (16 Companies)		59	\$74,850

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.

Uniq ID	Company Description	FTEs	Billed Support
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	17	\$3,249
8778U	Portable oxygen concentration device.	2	\$3,643
4803U	An intuitive integrated display that retrieves medical data.	6	\$4,381

Uniq ID	Company Description	FTEs	Billed Support
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language and preferences.	3	\$2,482
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	1	\$2,840
8393	B2B marketplace where businesses can easily find quality IT professionals.	1	\$1,632
11324M	Human behavior prediction using artificial intelligence.	3.5	\$2,080
8658	Builds and hosts complete, professionally-designed, mobile-responsive websites.	3	\$945
4471	Software that optimizes reward program participants' behaviors.	6	\$4,380
7885	Mobile and web-based applications providing on-demand lawn care and snow removal services.	8	\$152
5634U	Multi-sided reviews platform that allows users and restaurants to discover and engage each-other.	4	\$1,700
8806	Turnkey passive home entry module.	4	\$4,000
7954U	Diagnostic platform which measures a patient's immune function in less than 30 min. from one blood drop.	1	\$2,800
8797	Off-the-shelf machine learning applications.	7.5	\$1,936
2203	Online furniture inventory management that allows targeted retailer interaction.	8	\$5,328
Total (15 Companies)		75	\$41,548

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 client companies to accelerate the startups' digital marketing efforts. The startups receive hands-on digital marketing, and the clinic interns receive valuable work experience that build their resumes. The program kicked off June 17, 2019 and runs to August 16, 2019.

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 work spaces, 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				14	16
8419	Next-Generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	4/11/19	10/11/19	6	6
8631	Productizing marketing growth tools.	9/1/17	8/31/18	3	1
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each-other.	6/1/17	11/30/17	2	4
8189	UAVs to detect methane at solid waste landfills.	4/12/19	6/30/19	1	2
8603	Runner acquisition platform for race organizers.	8/14/17	2/14/18	1	2
11373	Software development studio with a focus on digital games, entertainment, and tools.	10/15/18	4/15/19	1	1
SPARK Central - 3rd Floor				0	2.5
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language and preferences.	1/1/18	6/30/18	-	2.5
SPARK Central - 4th Floor				82	110.5
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	4/23/19	10/23/19	15	17
4803	An intuitive integrated display that retrieves medical data.	4/29/19	10/29/19	7	6
11661	Industry 4.0, smart inspection for manufacturing.	3/1/19	8/31/19	1	1
11662	Automation company, and custom panel build industry.	3/1/19	5/31/19	3	3
8588	Search fund, 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.	6/1/19	12/1/19	8	9
11376	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.	3/1/19	10/1/19	6	3
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	3/12/19	9/12/19	3	1
8050	Employee engagement SaaS app.	12/1/17	5/31/18	5	12
7336	Supply chain software.	1/1/19	12/31/19	3	12
11324	Human behavior prediction using artificial intelligence.	5/15/19	11/15/19	1	3.5
8230	Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.	5/23/19	8/31/19	2	3
6835	Combustion cycle and injection technology.	4/5/19	9/30/19	16	8
8359	Device identification technology to help the digital display advertising more effectively target audiences.	9/1/17	2/28/18	2	7
8806	Turnkey passive home entry module.	7/13/18	1/16/19	3	4
8797	Off-the-shelf machine learning applications.	3/1/18	8/31/18	3	7.5

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	3/25/19	9/25/19	1	5
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.	6/1/18	12/31/18	2	7.5
SPARK Central - Flex Desk				0	38
11701	Safety belts for pedestrians and mobility company.	6/20/19	12/20/19	-	7
8769	Automated legal document generation software.	4/1/19	10/1/19	-	1
9978	End-to-end product development firm.	12/15/18	5/31/18	-	3
8143	Secure vehicle data harvesting product.	11/1/18	4/30/19	-	27
SPARK Central - Virtual Desk				0	106
8778	Portable oxygen concentration device.	10/1/18	3/31/19	-	2
8364	Programming language for Computer Numeric Control manufacturing.	6/1/18	10/31/18	-	2
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	2/1/17	7/31/17	-	2.5
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	5/23/19	11/23/19	-	2
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	3/15/19	9/15/19	-	1
7982	Drug discovery SaaS product.	1/1/19	6/30/19	-	5
8774	V2X software to make roads and vehicle-to-everything interactions safer.	1/15/18	7/16/18	-	5
8534	New chemical entity to treat metabolic syndrome and type II diabetes.	7/1/17	12/31/17	-	2
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	3/1/18	8/31/18	-	2
8393	B2B marketplace where businesses can easily find quality IT professionals.	7/15/17	7/15/18	-	1
11540	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	5/2/19	11/2/19	-	2
7723	HWA analytics is a research and consulting firm focused on transportation and sustainability	2/8/17	8/9/17	-	2
8206	Personality testing insights for kids aged 7-13.	2/1/18	7/31/18	-	4
4406	Data science curation product and data cleaning.	4/27/16	10/27/16	-	3
8789	Digital health platform that assists patients in navigating through the complex processes before and after surgery.	4/15/18	10/31/18	-	2
11248	Money transfer service.	8/1/18	12/31/18	-	3
6407	Home care assistant services for household duties to light non-medical personal care applicants.	2/18/19	8/18/19	-	2

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
11105	Do it yourself financial planning in a digital platform.	5/1/18	11/30/18	-	2
11483	End-to-end e-commerce platform empowering social influencers to take their brand to the next level by creating, marketing and selling exclusively designed products to enable conversion of their loyal and engaged followers and monetize them into customers.	4/3/19	10/3/19	-	1
7815	Online learning platform for contract lawyers.	9/1/18	2/28/19	-	1
9936	Disposable oxygenating technology that can be integrated into existing dressings/therapies.	3/1/18	7/31/18	-	3.5
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	-	1
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	7/1/17	12/31/17	-	2
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	-	2
11335	Method to evaluate the safety of an autonomous vehicle.	6/25/19	12/25/19	-	1
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks and Tasers.	10/1/17	3/31/18	-	2
11308	Electronic platform to deliver communication skills.	3/14/19	9/14/19	-	0.5
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	-	1
8323	System for recording, displaying and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	12/15/16	2/1/19	-	27
SPARK Central - Suite Lower Level				6	8
2203	Online furniture inventory management that allows targeted retailer interaction.	9/1/17	8/31/18	6	8
SPARK East - Seated				4	2
8912	Strategic marketing communications agency.	6/1/19	12/1/19	3	1
5604	Online language learning platform.	7/1/17	12/31/18	1	1
SPARK East - Flex Desk				0	7.5
8255	Communications software for B2B or B2C.	6/14/19	12/14/19	-	3
11172	Pharmaceutical to treat NASH and vascular anomalies.	11/1/18	4/30/19	-	0.5
8636	Guided meditation and respiratory biofeedback application.	6/18/19	12/18/19	-	2
11359	Boutique branding firm.	3/1/19	8/31/19	-	2

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
SPARK East - Virtual Desk				0	21.5
11601	LIDAR sensor for autonomous vehicles.	5/2/19	11/2/19	-	3
3965	Window products that let air in but keep the rain out.	12/1/17	12/31/18	-	0.5
7927	Mobile platform for connecting people with the same chronic conditions.	1/1/19	6/30/19	-	1
11672	Reduce childhood obesity by developing a classroom fitness application.	6/1/19	12/1/19	-	0.5
11252	Two wheeled 'series hybrid' for developing markets.	3/21/19	9/21/19	-	1
3955	Application providing location services to J2ME based phones.	6/1/12	2/28/17	-	2
3549	Disposable patient lifting system.	9/7/10	3/31/16	-	3
8885	Streetwear clothing company.	3/1/18	8/30/18	-	3
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	10/24/18	4/24/19	-	1.5
8132	DNA/bioinformatics analysis and collaboration platform.	6/27/19	12/27/19	-	3
11312	Decentralized cryptocurrency exchange.	9/1/18	12/31/18	-	1
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 8 different categories, and achieve milestones.	5/1/19	11/1/19	-	2
SPARK East - Suite				0	20
7591	Talent consultants, human resource experts and matchmakers focused on supporting Michigan companies and communities with their talent needs.	6/1/19	12/1/19	-	8
8366	Physiological performance data analytics company.	6/1/19	12/1/19	-	5
1782	Laser imaging systems integrator for combustion diagnostics, materials and spectroscopic analysis.	3/15/19	3/15/24	-	7
Total (83 Companies)				106	332

Hosted Networking and Educational Events

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

Event Name	Date	# of Attendees	Purpose of Event
SPARK.ed taught by Ted Dacko	4/10/19	7	10 Things Founders Get Wrong About Being A CEO.
Ann Arbor R User Group Meet-Up	4/11/19	28	Adam Peterson covering a new method in spatial statistics.
A2 New Tech Meetup	4/16/19	138	Pitches from four startups, new product business presentations.
FinTech Meet-Up	4/17/19	16	Ethical issues for autonomous trading agents, a talk by Dr. Uday Rajan.
A2-Dlearn	4/24/19	N/A	A2-Dlearn who brings together deep learning enthusiasts, researchers and practitioners.
Voxel51: Finding the Signal in the Noise	4/24/19	25	Jason Corso covering how to use cutting edge machine learning techniques to understand and make sense of massive volumes of video data.
Engage Affect	4/30/19	N/A	Networking and collaborative impact on community building.
International Gamers Association Meet-Up	4/30/19	22	Monthly lectures, exhibitions, tutorials, and industry talks.
The Age of Digital Assistants	4/30/19	32	Learn how large and small companies get a leg up on today's trend of digital assistants.
SPARK.ed taught by Corey Fernandez	4/30/19	10	Educational session emphasizing the partnership behind every effective communication interaction.
Ethereum Meet-Up	5/1/19	30	Network and hear from two speakers speaking about blockchain technology.
SPARK.ed taught by Ted Dacko	5/16/19	10	How to handle the complexities of getting salespeople.
IGDA Meet-Up	5/23/219	45	5-minute demo/pitch to review current projects for feedback from other clients.
Ypsi 9th Hour	5/29/19	40	Networking event to create a community of current and future downtown workers.
Festifools Community Meeting	5/30/19	10	Current innovation news and promote a2Tech360 to an audience that is not normally reached.
Student Demo Day	6/2/19	99	Held at the NeutralZone, an interactive exhibit featuring original products developed by area high school students.
SPARK East Open House and Design Challenge	6/3/19	202	Hosting a live design challenge and open house showing off updated space.
Women in Tech	6/4/19	NA	Hosted at FordLabs, woman speakers discussed experiences navigating the tech industry.
What the Future Holds 2029	6/5/19	152	Tech forecast as global thought leaders discuss trends and revolutionary products in healthcare, IoT, AR/VR, mobility, and other driving industries.
Tech Trek	6/7/19	3929	Technology companies open their doors to the public and showcase their latest innovations.
Tech Talk	6/7/19	1186	Personal stories from brilliant minds behind the Ann Arbor region's innovative companies.

HACK:A2	6/8/19	129	Teams of local developers try to solve a problem facing our community.
BioArbor	6/12/19	25	Featuring company presentations from four bio-industry startups talking about their product, their vision, and their path forward.
NLP Meet-Up	6/18/19	16	Ishan Jindal, PhD lecture presenting an effective label noise model for DNN Text Classification.
A2 New Tech Meetup	6/19/19	N/A	Pitches from five startups and new product business presentations.
It's Not Rude, It's Local Investing	6/20/19	N/A	Provide educational resources for investors, businesses, and communities to create new investing opportunities.
Positive Business Meet-Up	6/25/19	16	Kevin Schnieders sharing how positive business has helped develop and sustain their culture.
IGDA Meet-Up	6/25/19	45	The International Game Developers Association brings Michigan's game-dev community together.
Ypsi 9th Hour	6/26/19	35	Free networking event creating a community of current and future downtown workers.
SPARK.ed	6/26/19	35	Huck Finch's HeroBrand model helping you define who your ideal customer is and how to market to them.
Total (30 Events)		6282	

Microloans

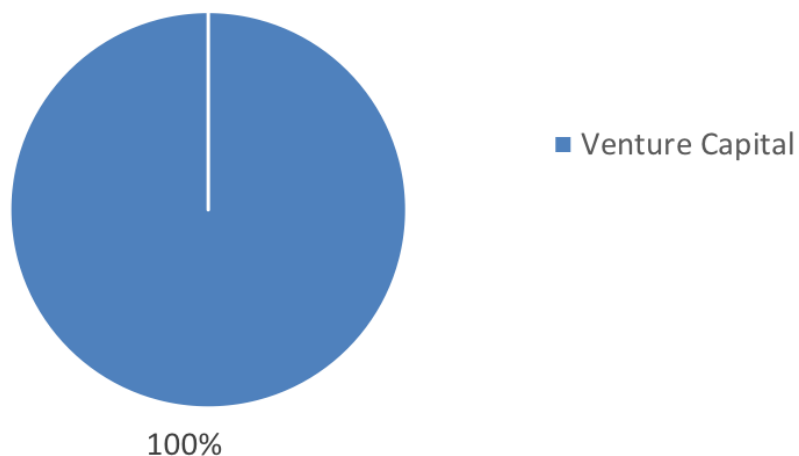
Number of loans currently outstanding:	10
Current total loan amount outstanding	\$480,697.67
Loan amounts repaid this fiscal year	\$19,522.81
Loans written off this fiscal year	\$46,626.64
Cumulative Jobs retained	97
Cumulative net Jobs created	13
Payment made back to LDFA this fiscal year	0
Current balance of the microloan account	\$29,533.27

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	Total Amount (\$)
Venture Capital		
8657	Ann Arbor-based Arboretum Ventures LLC, St. Louis-based Cultivation Capital LLC.	\$11,500,000
7538	Stata Venture Partners, Intel Capital, University of Michigan's MINTS.	\$6,000,000
3568	LS Group, Mercury Fund, Jump Capital, O'Reilly AlphaTech Ventures, E.ON.	\$29,400,000
8341	Y Combinator, Toyota AI Ventures, Thayer Ventures, Millennium Technology Value Partners, Maven Ventures Maven Ventures, LG Technology Ventures, Cyrus Capital Partners, BMWi Ventures.	\$22,000,000
7714	New York-based Insight Partners, Menlo Park Calif.-based DFJ Growth Management LLC, Ohio-based Drive Capital, Chicago-based Hyde Park Venture Partners.	\$52,000,000
Total (5 Companies)		\$120,900,000

Quarter 4
Capital Transactions



A2TECH360

A series of tech-related events connecting key community actors who enrich the Ann Arbor region — innovators, researchers, investors, businesses, academic institutions, non-profits, job seekers, and the general public that took place June 2 – 10, 2019.







Integrated Marketing Plan



Marketing Performance Metrics | Q4

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 18 – 19, Q4	Compared to Last Quarter
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	92,623	+ 90%
Video Views 	Video views on multiple platforms to reach wider audiences.	88,315	+ 23%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	999,579	+ 21%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	38,449	+ 138%

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. Zendesk: \$375.00 - Customer experience tool to help manage the incubators.

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.