LDFA Report – Ann Arbor SPARK 2016

Fourth Quarter
2015-2016

$222K Support
for companies

121 Companies Served

15 Companies Created

Jobs
19.5 jobs created
410 current FTEs

1926 Event Attendees

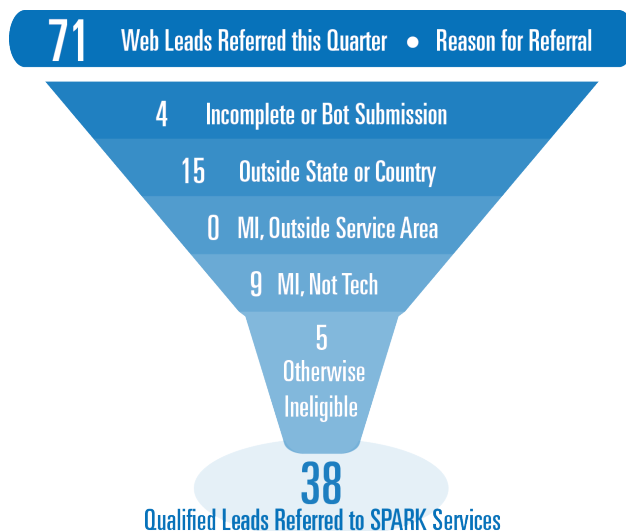**Funds Raised**
$1.6 M
investments & grants

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 • April 1, 2016 – June 30, 2016

Business Accelerator Intake – Phase I

71 Web Leads Referred this Quarter ● Reason for Referral

4 Incomplete or Bot Submission

15 Outside State or Country

0 MI, Outside Service Area

9 MI, Not Tech

5 Otherwise Ineligible

38 Qualified Leads Referred to SPARK Services

Companies Created

The following 15 companies were created this quarter per the definition listed in the glossary:

Uniq ID	Company Description
8001	Radiation measurement and display enabled by modern technologies.
7614	Patient transfer chair with a built in lateral system capable of moving the patient from chair to bed and back without any strain or exertion on the behalf of the nurses or hospital staff.
7975	Smartphone case with built-in wireless earbuds and 80% extra battery life.
7954	Diagnostic platform that measures a patient's immune function in less than 30 min. from a single drop of blood.
7777	SaaS enabled ride-sharing platform
7888	Device which clips onto strength training equipment and captures and interprets strength training data in real-time.
7929	Platform to enable people with dietary restrictions to discover places, recipes, and products that fit their lifestyle.
8004	Protein snack.
7694	Automated management of actionable investment ideas.
7696	SaaS claim analytics, administrative support and dashboard for retail insurance agents.
7983	Dementia-friendly public transportation services.
8035	IT/SW company combining VR and Platform-agnostic AV for commercial, industrial and military applications with precision payloads.
7003	Digital tools to improve market access for the ethical apparel industry.
7796	Mobile game developer.
8050	Employee engagement SaaS app.
	15 Companies

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 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 handpicked mentors.

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
7917	Secure and private social media and communications platform.	6	$450
7957	Video on demand service for local sports.	1	$475
	Total (2 companies)	**7**	**$925**

The following companies received Phase III support:

Uniq ID	Company Description	Project Description	FTEs	Billed Support
1646			2	$7,000
	Software that integrates patient data for billing and quality management and a system for monitoring and managing the use of drugs in patients.	Develop a market strategy blue print, content offers, sales collateral, and integrate HubSpot CRM.		$7,000
4228			11	$2,775
	Advanced gamma ray detection and imaging devices based on wide band-gap semiconductor materials.	Strategic business consulting.		$1,275
				$1,500
6535			2	$10,340
	Solar energy customized solutions.	Assist with business development, and building sales team.		$1,150
		Develop GUI for network connectivity.		$3,750
				$3,750
		Secure US pilot and develop new customer finance models.		$660
				$1,030
7074			5.5	$3,259
	Risk assessment and communication app for surgeons, and pre-surgical intervention programs.	LLC formation, nondisclosure, independent contractor, non-solicitation, non-compete, beta test, license agreements.		$3,259
7336			9	$3,240
	Supply chain software.	Custom graphics and icons for company decks, thought leadership pieces, and one-pagers.		$1,240
		Website redesign.		$2,000
7448			4	$5,498
	Private interactive 24-hour assistance to those with substance abuse disorders.	Design and implement efficacy trials.		$878
		Packaging the coaching side of the platform.		$4,620
7493			10	$14,666
	HCIT product to help individuals define their purpose and manage their willpower to change their behavior.	Website design, content management system implementation, and content development.		$14,666
7625			2	$2,378
	An enzyme-linked immunosorbent assay (ELISA) used in technology for biological/biomedical research, pharmaceuticals, and clinics.	Finalizing plate design for commercialization.		$2,378
7651			1	$2,575
	Services to help students take action on their passions and interests.	Corporate formation package.		$600
		Program curriculum, training material.		$500

Uniq ID	Company Description	Project Description	FTEs	Billed Support
		Video Recording.		$1,000 $475
7656			1	$1,000
	Platform matching corporations and law firms with vendors who provide ancillary legal services.	Create process to on-board resellers.		$1,000
7692			5	$9,990
	Brain-computer interface for cognitive assessment.	Creation of concept 3D model and related marketing materials depicting the EEG interface headset and VR Head Mounted Display (HMD).		$9,990
7696			1	$10,000
	SaaS claim analytics, administrative support and dashboard for retail insurance agents.	Logo, tagline, and identity package.		$10,000
7728			7	$5,970
	Motion based simulator products, including racing and flight simulators.	Inventory system design and financial modeling.		$1,000
				$1,800
		Supply chain and relocation assistance.		$420
				$1,800
		Website design and development, SEO, SEM.		$550
				$400
7772			2	$4,075
	Cloud computing that runs parallel libraries resulting in large speedup.	Key business development tasks. Value proposition, business plan, revenue model, and go-to-market model development. Support investor meetings as they come up. Develop IP strategy.		$1,925 $2,150
7815			1	$3,320
	Online learning platform for contract lawyers.	Develop a sales and marketing plan.		$1,080 $2,240
7886			4	$4,000
	Career management and recruitment SaaS platform for professionals within the diversity community.	Business model verification, branding, sales process and metrics.		$4,000
7975			1	$5,435
	Smartphone case with built-in wireless earbuds and 80% extra battery life.	Provisional patent application.		$5,435
7997			2	$8,841
	Water bottle that can flip inside-out.	Design patent application.		$4,670
		Go-to-market strategy, mass production setup.		$4,171
	Total (18 companies)		**70.5**	**$104,362**

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 nine companies occupying 20 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	1	1
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	8/1/15	1/31/16	1	2
8026	Ebates with discount at point of purchase.	6/1/16	12/1/16	2	1
6835	Combustion cycle and injection technology.	6/1/15	4/30/16	6	8
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	8/21/16	2	2
7448	Private interactive 24-hour assistance to those with substance abuse disorders.	7/6/15	8/31/16	1	4
	Total (9 Companies)			**20**	**29**

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	5/31/16	4	8
7696	SaaS claim analytics, administrative support and dashboard for retail insurance agents.	1/1/16	5/31/16	2	1
7336	Supply chain software.	11/16/15	11/15/16	15	9
	Total (3 Companies)			**21**	**18**

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
4803	An intuitive integrated display that retrieves medical data.	4/25/16	10/25/16	3	3
4547	Advanced nanofabrication methods and a novel three dimensional (3D) approach to sensor assembly.	4/1/16	6/2/16	3	8
8035	IT/SW company combining VR and Platform-agnostic AV for commercial, industrial and military applications with precision payloads.	5/15/16	11/16/16	1	4
7988	Mobile app that facilitates trucking pick ups and deliveries by allowing facility access.	6/1/16	11/30/16	1	3
7341	Conversational IVR platform that combines voice, mobile messaging, and location based services.	2/1/16	7/31/16	2	2
7713	High accuracy high precision maps of road networks for use in autonomous driving vehicles.	1/15/16	7/15/16	2	1
4791	Consolidated event planning and management software platform.	12/31/15	6/30/16	5	5
7692	Brain-computer interface for cognitive assessment.	4/25/16	10/25/16	3	5
7748	Uses proprietary Web-based reporting platform to build analytical, predictive reporting tools.	1/11/16	1/11/17	1	1
6835	Combustion cycle and injection technology.	5/1/16	11/1/16	5	8
8007	Bamboo composite materials.	6/1/16	11/30/16	1	3
5601	Digital content aggregation and distribution.	12/9/15	6/9/16	1	1
3568	Software that monitors camera system performance on assembly lines.	3/23/16	9/23/16	9	26
	Total (13 Companies)			**37**	**70**

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 drop-in co-working space and amenities at an affordable rate, with month-to-month terms. Some examples are the earliest "investigative stage" founders looking to network and validate their concept, companies at a later stage of growth who want to remain plugged into the core of the entrepreneurial community, or community partners who leverage the location and flexibility this option allows.

Uniq ID	Company Description	Start Date	Exit Date	FTEs
6635	A VIP lead generation service for the disaster restoration industry.	11/1/14	1/1/16	3
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	8/31/16	2
7241	Legal e-billing and matter management system.	10/1/15	5/31/16	1
1282	Technologies for integrated & standardized assessments of blood damage/red blood cells.	7/1/10	3/31/16	4
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	9/1/15	6/30/16	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	7/1/16	3
338	Information and news aggregator and filter.	7/1/10	7/1/16	1
7651	Services to help students take action on their passions and interests.	11/1/15	11/30/16	1
7886	Career management and recruitment SaaS platform for professionals within the diversity community.	4/28/16	10/27/16	4
7046	Electronics based metering and power line communication.	4/1/14	1/1/16	1
7728	Motion based simulator products, including racing and flight simulators.	10/15/15	10/31/16	7
7975	Smartphone case with built-in wireless earbuds and 80% extra battery life.	4/6/16	10/6/16	1
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
7940	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	5/10/16	11/10/16	2
7466	App for helping millennials create savings plans with banks.	3/1/15	12/31/16	6

Uniq ID	Company Description	Start Date	Exit Date	FTEs
3221	Advanced software solutions for sewer modeling to municipalities and engineering consultants.	3/1/12	1/1/16	4
7983	Dementia-friendly public transportation services.	5/1/16	5/31/16	2
4406	Complete "Recommender System" for websites built with Drupal Content Management System.	7/15/15	4/28/16	1
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	6/30/16	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	12/31/16	2
3637	Therapeutic for treatment of retinal diseases.	8/1/13	12/31/16	4
1496	Consulting IT services.	3/1/16	4/30/16	6
7254	SaaS offering that formalizes the business impact / risk analysis processes.	10/1/15	4/1/16	4
8039	Automated starch cooker.	5/16/16	11/16/16	1
7752	SMB Analytics and Innovative Mobile Consumer/Business Interaction.	11/2/15	4/30/16	3
7924	Educational music app for classical musicians; providing the orchestral accompaniment to any solo piece.	5/1/16	12/1/16	1
7777	SaaS enabled ride-sharing platform	5/1/16	10/31/16	2
7680	Big Data Intelligence-as-a-Service platform built for credit unions & community banks.	10/15/15	4/15/16	1
	Total (39 Companies)			93

Hosted Networking and Educational Events

Since January, SPARKed has quickly grown to be our most popular event. The companies that attend rave about the content and structure of the workshops.

Please see attached addendum for a comprehensive report on the 2016 Ann Arbor Tech Trek.

Event Name	Date	Place of Event	Approx # of attendees		Purpose of Event
			Entrepreneurs	Total Attendees	
Selling Smart	4/6/16, 5/4/16, 6/1/16	SPARK - Central	13	21	Selling Smart Series/Date: Wednesday, April 6, 2016/Speakers: Joe Marr, Sandler Training - Ann Arbor; Maya Adrine, Golden Limo International, and Rafe Juarez, SimuQuest. /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.
SPARK.ed	4/27/16, 4/19/16, 4/13/16, 4/5/16, 5/25/16, 5/23/16, 5/19/16, 5/11/16, 6/8/16, 6/22/16, 6/15/16	SPARK - Central	88	102	SPARK.ed is a weekly workshop to help epreneurs 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.
Bio Arbor	4/20/2016, 6/15/16	SPARK Central	160	160	Speakers: Tom Marten, Tech Transfer U-M; representatives from Aquaro Biosystems, Functional Fluidics, Life Blood, nanoMag and Optofluidic Bioassay /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.

Event Name	Date	Place of Event	Approx # of attendees		Purpose of Event
Entrepreneur Boot Camp Celebration	5/24/16	SPARK Central	48	61	This event is an opportunity to network with the April 2016 Boot Camp teams and volunteers and will include and update of the progress they've made and a panel discussion from former Boot Campers.
Lunch & Learn: Sean Ammiratti	April 28, 2016	SPARK Central	50	50	Book Discussion for entrepreneurs: The Science of Growth
Get Downtown	04/12/16	SPARK Central		36	Get Downtown event for knowledge of current transportation initiatives.
Tech Trek	6/17/16	SPARK Central		1309	This event was Ann Arbor's Innovation Corridor's Open House for families, professionals, students, and jobseekers to learn about the tech hub in Ann Arbor and check out high tech startups, companies, and incubators in a fun, relaxed, and educational atmosphere.
Innovation Forum	5/20/16	SPARK Central		30	Debbie Dingell arranged a forum to discuss pertinent information with community leaders.
SBIR Training	5/17/16	SPARK Central	13	13	Helping entrepreneurs understand the SBIR grant.
Career Transition	5/27/16	SPARK Central	0	16	Forum to help job seekers transition between careers.
Predictive Analytics Meetup	April 12, 2016	SPARK Central	26	26	Predictive Analytics Ann Arbor Meetup.
R Meetup Weekend	4/2-3/16	SPARK Central	49	49	The Ann Arbor R User Group is the local R user group.
NLP Meetup	April 1, 2016	SPARK Central	17	17	The NLP Ann Arbor Meetup.
R Meetup	April 14, 2016	SPARK Central	22	22	The Ann Arbor R User Group is the local R user group.
FinTech Meetup	6/22/16	SPARK Central	14	14	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skill levels are welcome.
Totals			**500**	**1926**	

Microloans

As of 6/30/16

LDFA Funds received	$1,050,000
Microloans Disbursed	$(1,348,461)
Repayments	$468,540
Misc. Expenses	$(5,998)
Bank Balance	$139,081

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
41	$1,373,461	10	3	$416,221	7	10	$468,540

Microloan Notes:
- Total loans due are $901,302, including interest accrued through 6/30/2016
- Amount available to lend is $139,081
- Total current FTE for microloan companies: 141
- Jobs retained during the term of the loans: 88, jobs created: 53
- During this contract quarter there was 1 loan applicant (approved)
- 0 loans were denied
- 1 loan was disbursed to WorkIt Health, $25,000.
- 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.	$2,800	5
5640	Interactive tablet menu for restaurants.	$2,800	2
7362	Digital content marketplace and book sourced content provider.	$6,000	3
7441	Educational gaming platform.	$475	2.5
7448	Private interactive 24-hour assistance to those with substance abuse disorders.	$6,000	4
8041	Proprietary process for joining of dissimilar materials (aluminum-to-advanced high strength steel).	$1,000	3
	Total (6 Companies)	**$19,075**	**19.5**

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
4471	Software that optimizes reward program participants' behaviors.	$1,077	6
6287	Quantitative multiplexed protein biomarker analysis kits and services.	$3,375	3.5
7374	Augmented reality app for immersive digital experiences based on children's books.	$5,984	1
7448	Private interactive 24-hour assistance to those with substance abuse disorders.	$1,200	4
7538	Clock generator technology for the microprocessor market.	$4,440	5
7777	SaaS enabled ride-sharing platform	$2,490	2
7954	Diagnostic platform which measures a patient's immune function in less than 30 min. from a single drop of blood.	$6,863	3
8050	Employee engagement SaaS app.	$2,370	4
	Total (8 Companies)	**$27,799**	**28.5**

Digital Engagement Clinic

Ten Ann Arbor 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 19 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.

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.	$870	5
2752	Entry-level neurophysiology (brain signal recording) kits for students to learn about the brain.	$1,068	12
7362	Digital content marketplace and book sourced content provider.	$390	3
6522	Development and implementation of online negotiation systems for courts and constituents.	$900	6
7336	Supply chain software.	$1,275	9
7885	Uber for lawn services.	$922	4
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each other.	$829	3
4586	Heat technology generates nonelectric, reusable heat on demand.	$990	6
7448	Private interactive 24-hour assistance to those with substance abuse disorders.	$892	4
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	$368	7
Total (10 Companies)		**$8,504**	**59**

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
3010	Faster and more effective Integrated Circuit (IC) design quality control software.	NSF SBIR	Grant	$561,000
4471	Software that optimizes reward program participants' behaviors.	North Coast and angels, all insiders	Convertible Debt	$281,815
6600	Medical device for vision enhancement in persons with partial loss of sight.	Group of Ophthalmologists	Private Equity	$500,000
6947	Malware detection software.	Seed- convertible notes. 2 VCs, 2 Angels	Private Equity	$280,000
		Total		$1,622,815

VC, $250,000
SBIR/STTR, $561,000
Angel, $1,933,815
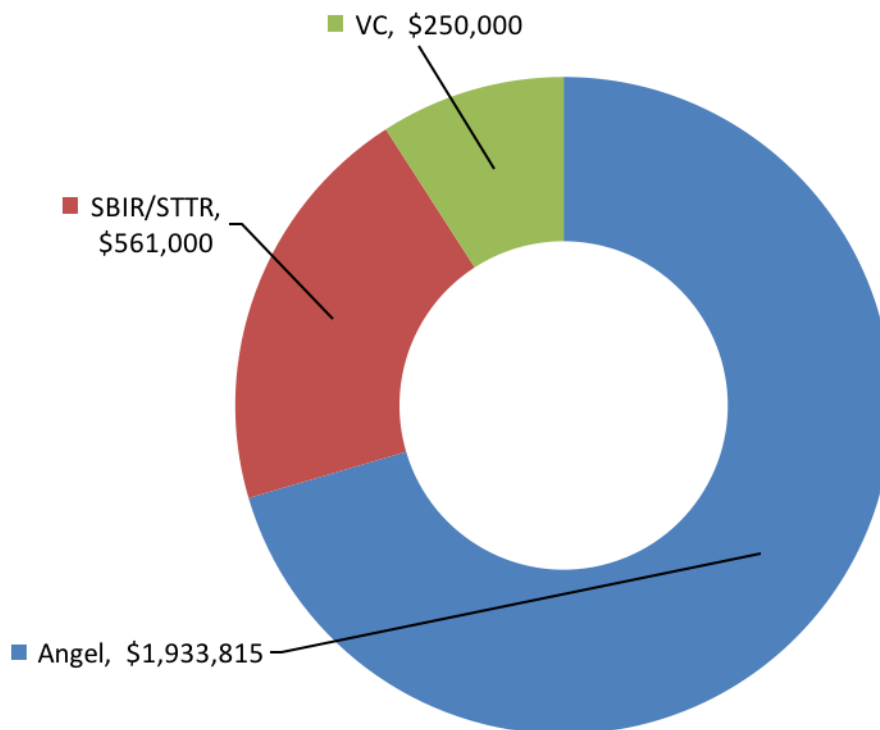
Integrated Marketing Plan Update

SPARK Integrated Marketing Plan
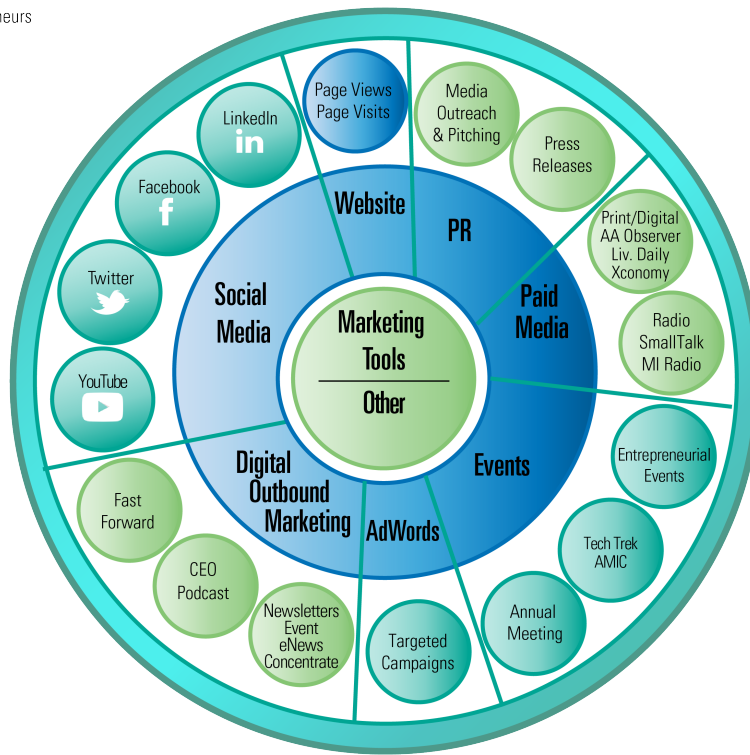
Metric	End of Year	Annual Goal	YE Progress to Goal	Rationale for Yearly Goal
Newsletter Open Rate*	23.6%	20%	Exceeded by 3.6%	Beat industry standard (18%) by 2%. *Not cumulative
Entrepreneurial Services Webpage Views	222,050	56,211	402%	Increase Page Views to ES by 3,000 annually above 2013-2014 fiscal year.
Webpage Visits by Ann Arbor Residents	61,853	69,072	90%	Increase visits to the website from Ann Arbor overall by 5,000 annually over 2013-2014 fiscal year.
Social Media Referrals	3,465	3,797	91%	Increase visits from Ann Arbor to website from social media by 500 visits above 2013-2014 fiscal year.
Video Views	6,072	5,006	121%	Increase video plays from Michigan by 500 annually above 2013-2014 fiscal year.
PR Views & Hits*	24,881	25,000	99%	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.

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.

# 2016 Ann Arbor Tech Trek

Overview

Ann Arbor is a competitive area of innovation with a world class startup ecosystem, and something our community can and should be excited about – it's a truly unique asset. In February 2015, Ann Arbor SPARK envisioned Tech Trek, an annual community event where downtown tech companies opened their doors to the public to share their workplace, creations, opportunities, and culture in a family-friendly manner.

For the inaugural event, the team had only a few months to put together a plan, convene stakeholders, promote the event, and ensure a successful execution. Nearly 800 people visited 25 different companies during the four-hour span event. The SPARK Central Innovation Center served as a check-in location as well as hosting incubated companies. The event was well received by the public, media, and tech community.

Building on the success of Tech Trek 2015, the scope of Tech Trek has grown significantly. Many companies and community organizations have approached us to become involved in a variety of ways,. The number of participating companies has ballooned from 25 to 66, many of which sought out SPARK for inclusion. With the increased size and complexity of the event, new measures were taken to maintain and improve the experience of the trekkers, such as the development Tech Trek app. The Tech Trek app was developed in collaboration with Ann Arbor software firm Arbormoon.

Attendance

Through marketing, we were able to nearly double pre-registration from last year, exposing roughly 1800 people to 66 tech companies in Ann Arbor. Total attendance grew 75% to 1314 people.

**2015 vs. 2016 Attendees**
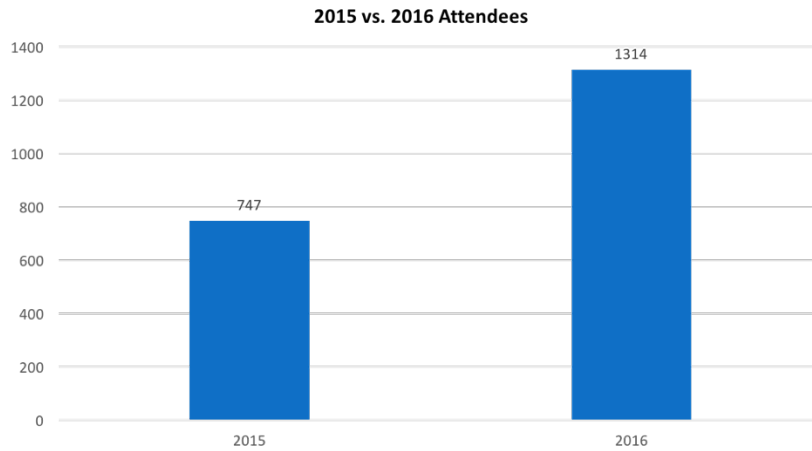
Tech Trek attracted myriad attendees from across the United States, ranging from children to job seekers. Nearly 30% of trekkers were from out of town, and 20% sought jobs.

Attendee Type
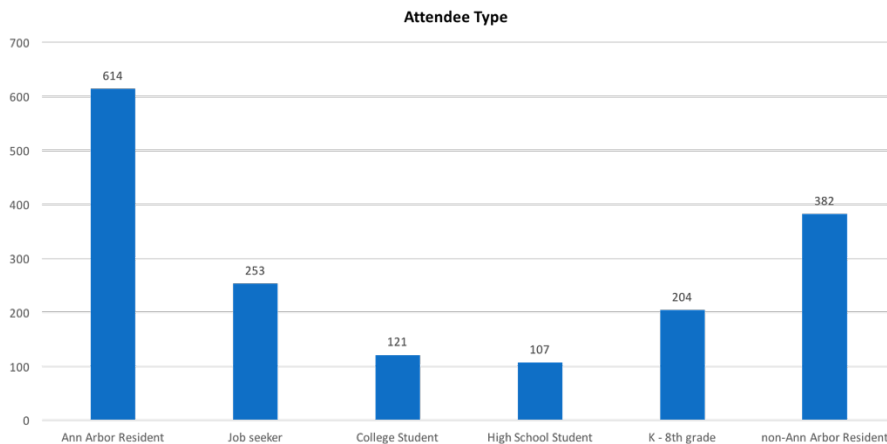
On the day of the event, we retained roughly half of the pre-registered attendees and attracted over 400 walk-ins. SPARK's annual event attendance goal is 5500 attendees across 60 events. Tech Trek represented nearly a quarter of our annual event attendance goal.

Geographic Breakdown

Below are graphic representations of the distribution of zip codes collected from trekkers at registration. There are apparent clusters in the great lake states and on both coasts. Eleven states were represented at the event.
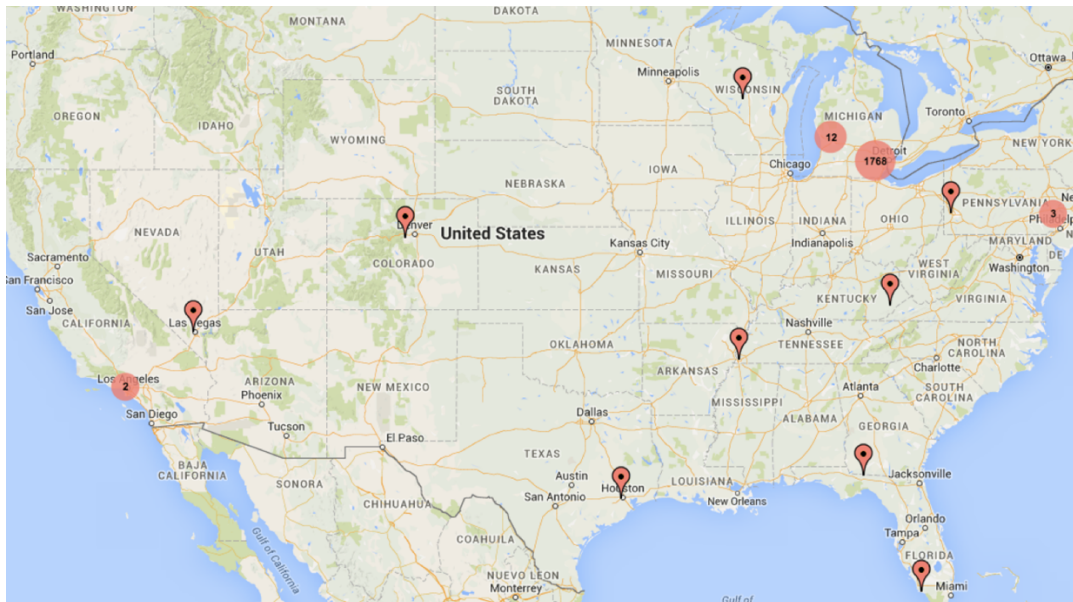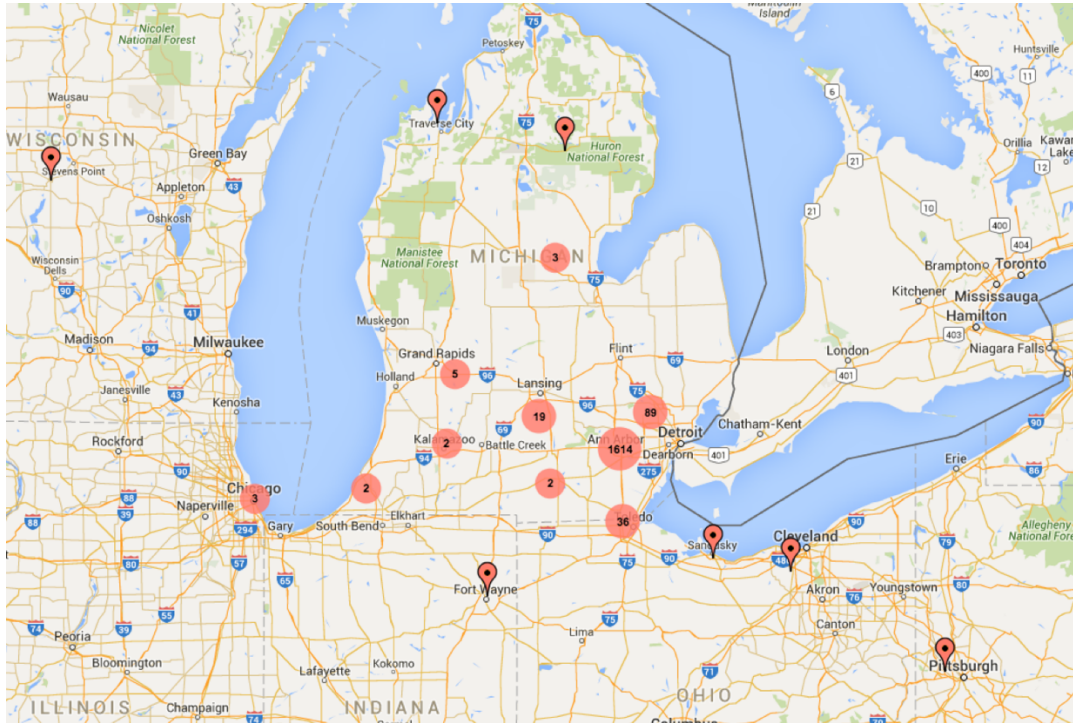
Marketing

Summary of Marketing Strategy

Tech Trek is designed to market the region's area of innovation and startup ecosystem to the public, job seekers, students of all ages, entrepreneurs, and business leaders. This is a diverse audience, but SPARK expertly marketed the event via its integrated approach, leveraging new media and traditional tactics across a broad array of channels. Since the 2015 marketing strategy proved extremely effective, we leveraged the same strategy in 2016 but broadened the audience and launched additional marketing tactics with triple the results. We experienced over 11,000 visits to the Tech Trek landing page in 2016 vs. ~3,500 in 2015.

Marketing Milestones:
SPARK website pageviews and TechTrek registration spikes
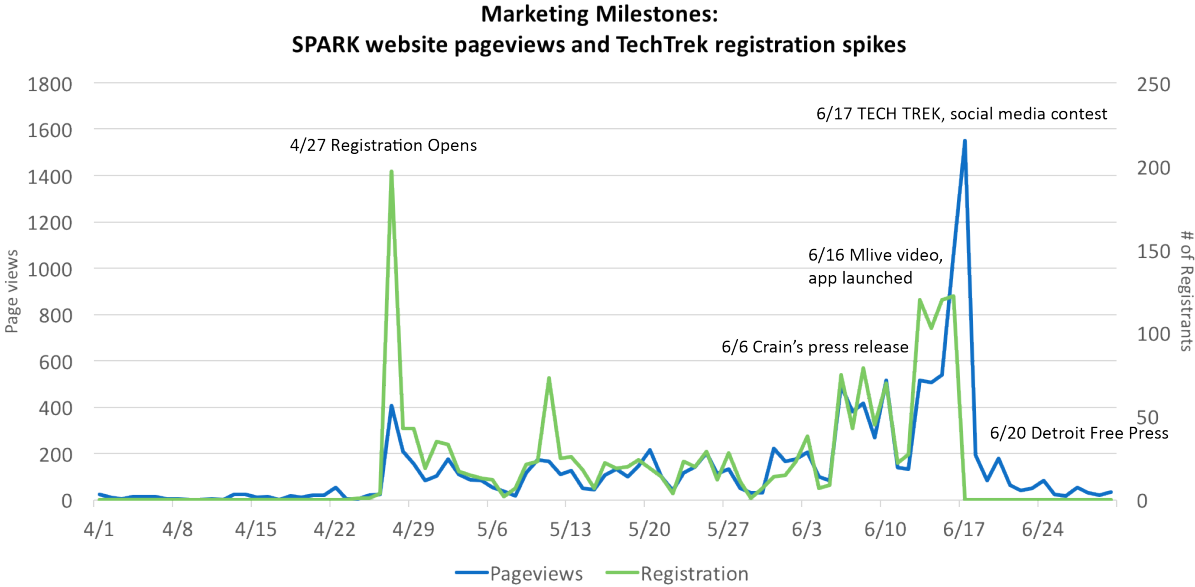
Tech Trek increased our website traffic substantially. The graph above and right show that a significant increase in website traffic from the time registration was open until the day of the event.

Spike in Referral Traffic to SPARK Website

Source of Registrations: primarily E-vites and Friend Referrals
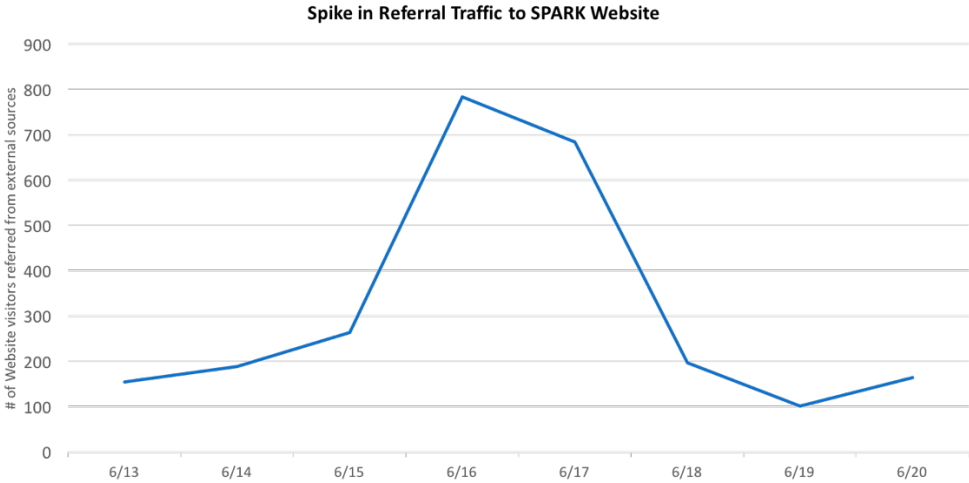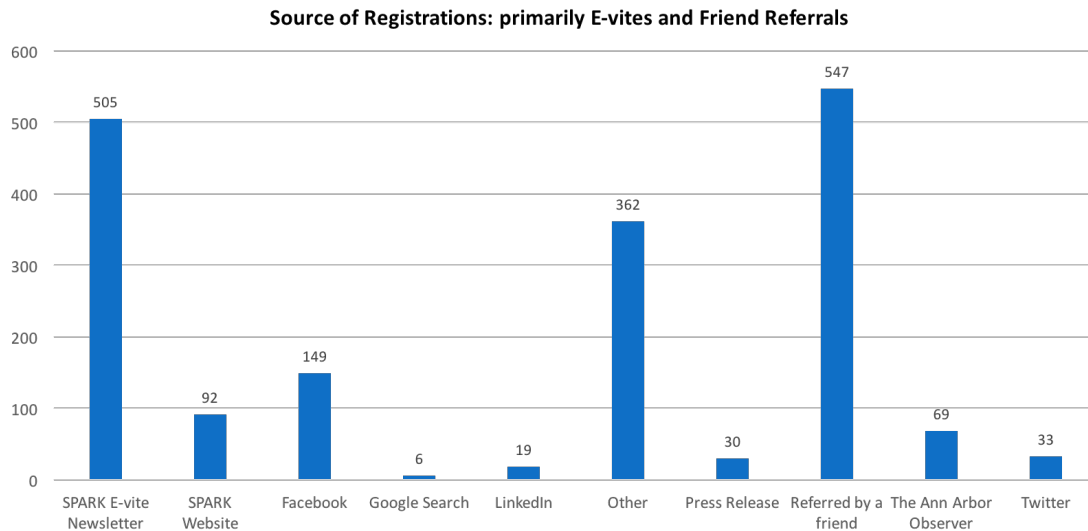
The sources of our registrations were diverse and originated from multiple marketing tactics. In order to continue to grow this event we must continue to grow our efforts, across the board, in promoting Tech Trek.

Marketing Tactics:

- **Evites and Newsletters (audience over 15k) -** We deployed a series of email invites and reminders utilizing videos and photos to excite and entice a range of audiences. We had the advantage of the list of trekkers from last year, but also expanded our audience via the 66 participating companies, many of which forwarded the emails and newsletters.
- **Press and Outreach -** Tech Trek generated significant media coverage and buzz around downtown Ann Arbor's tech scene. The press release on the event and the Tech Trek app generated nearly 8400 views online. Media coverage included *WYXZ-TV, Crain's Detroit Business, Detroit Free Press*, *WDET-NPR,* and *MLive*. In August, *The Ann* will publish a story centered on Tech Trek that will spotlight the economic benefits of having an innovation corridor in downtown Ann Arbor. When looking at June visits to the Tech Trek landing page, we see significant traffic from Crains, Mlive, and the Detroit Free Press coverage.
- **TV and Online -** Due to collaboration between the MEDC talent team, Ann Arbor SPARK Tech Trek was picked up by Channel 7's Workers Wanted TV segment. Tech Trek's landing page experienced significant referral traffic from the website when the segment was posted.
- **Radio -** Purchased radio on Michigan Radio, the NPR station broadcast throughout the state; this underwriting opportunity was significantly more cost-effective than advertising on a commercial radio station and hit the exact target market for the event. Advertising on 107.1 was donated by Kerrytown Market to support Tech Trek and the growth of startups in Ann Arbor.
- **Video -** SPARK utilized video for pre- and post-event promotion, with more than 1500 views for the 2015 video and more than 400 views to date for the 2016 video.
- **Mobile App** – Arbormoon, an Ann Arbor software company, designed a mobile app to help trekkers navigate to over 60 companies and over 30 stops. Users were able to read through a description of each company and vote for their favorites to win the People's Choice Award.

Social Media Strategy:

- We understood that creating awareness of the event would lead to an increase in registrations and overall attendance and utilized three of the largest and most comprehensive social networks effectively. With such a diverse audience to reach, SPARK leveraged paid ads on Facebook to target specific audiences. Creating precise messaging to job-seekers on LinkedIn was also important, knowing their audience is majority professionals. Frequency was important while posting on Twitter and using multiple hashtags was necessary in order to increase reach. We created .gifs, videos, and pictures custom to Tech Trek to push out via social media.

  - To create targeted interaction, SPARK heavily promoted the #A2TechTrek hashtag.
  - In our efforts to increase engagement between the community and participating startups, we implemented a photo contest. Attendees were able to better understand each participating company's products, services, and purpose, and create lasting memories and an abundance of interactions via social media.

  - The amount of people who participated far exceeded our expectations.
  - Because the hashtag was used so many times by so many different people it went "trending" locally and nationally which generated buzz from multiple different states curious about #A2TechTrek. See below for the states reached via the hashtag.
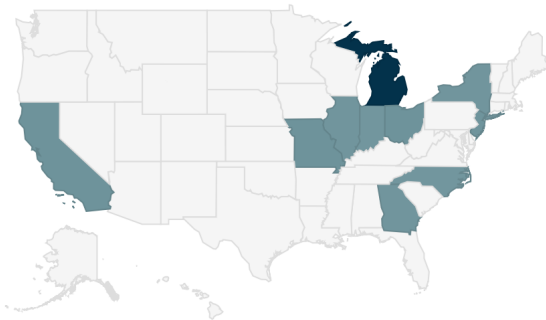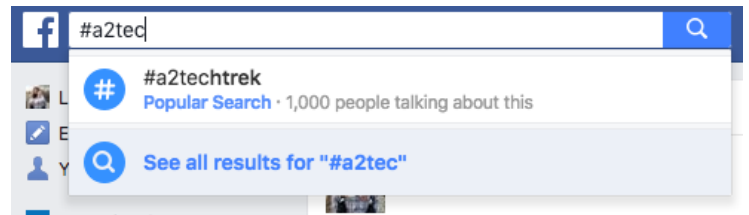
Outcomes

We set out to accomplish a variety of objectives that fall within three broad categories: Community Engagement, Talent Connection, and Company Impact. In evaluating the outcomes of the event, one must use these three different lenses.

Community Engagement

Via Tech Trek, SPARK increased engagement with Ann Arbor's technology and entrepreneurial ecosystem and the broader community. We created long lasting impressions that give the public a deeper awareness of the role the tech economy plays and its importance in our community.. Simultaneously, we offered a forum for technology companies to engage with the public, something that many startups, especially B2B companies, do not have many opportunities to do. Because of Tech Trek, the average amount of traffic each location received was 328 trekkers.

We surveyed the trekkers after the event to collect comments and data for continuous improvement. The findings indicated that satisfaction is high and we expect attendance to continue to grow.

- Trekkers overall rated the event an average score of 4.2 out of 5 points.
- 42% of respondents described their experience as "awesome".
- 95% said they would attend next year.

Trekkers also found new ways to continue interactions with participating companies:

- Jordan Martz, who recently left Oracle to join a $100MM startup, wants to launch a data science meetup in Ann Arbor after meeting with other data scientists at companies like Sight Machine during Tech Trek.
- Dr. Satyendra Rana, founder of the Big Data & Business Analytics Symposium at the College of Engineering of Wayne State University, wants to start hosting a user group meetup in Ann Arbor.

Participating companies also saw a great deal of value in interfacing with the public:

- "Meeting young people who were excited about finding jobs in Ann Arbor -even though we aren't currently hiring- was nice. Made me have hope that we can continue to get people to say and feel invested in growing the industry here. I also was excited to talk to people about Intermitten, happening in August of which SPARK is a partner. People seemed really excited that there was going to be another event about Tech and growing the community."
- "It has been a rare opportunity for our company to interact as a group with the general public as we do not have sales component to our company. Our team members enjoyed speaking to interested adults and young people about the research our company has been doing over the last four years."
- "We were able to get to know a lot of A2 locals and chat with them about the community/city and our company culture. Our photo op and cold brew station were a hit; little kids and even adults absolutely loved it!"
- "We had great feedback from our guests who visited our space, loved getting to interact with people in Ann Arbor who might not have otherwise been through our doors."
- "We were able to find additional opportunities to interact with the community by way of schools and organizations, like the Women in Science and Engineering group from UofM and the Fisher Magnet Lower Academy. Since Tech Trek we've been able to interact with both."
- "We recruited a number of people to help test our product and provide feedback on our software. Tech Trek was a great event for lead generation."
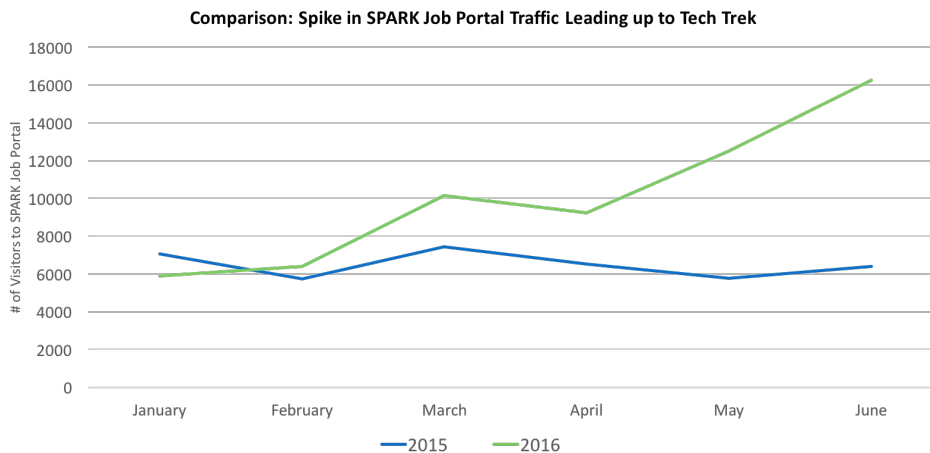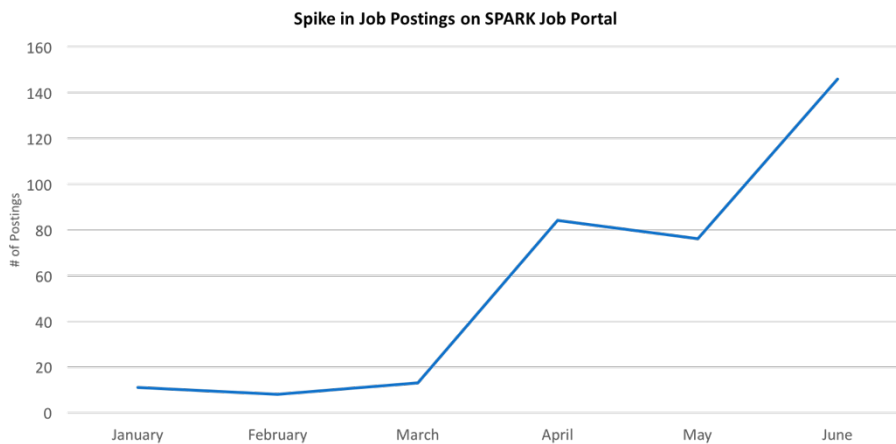
Based on our feedback, we believe the event was successful in generating countless interactions that formed the basis for a better understanding and ongoing relationships.

Talent Connection

Many participants directly sought after companies for job opportunities and partnerships. Sixty percent of companies surveyed were able to connect with talent through the event. Staffing agencies and U-M organizations attended the trek to learn the hiring needs of the participating companies.

- Spellbound found five 3D modelers / animators, four of which are currently being interviewed.
- Companies such as Sight Machine and IndustryStar Solutions reported that jobseekers attended specifically see their company.
- Many companies reported that they received numerous résumés through the event.

Ann Arbor SPARK's Talent Portal experienced a noticeable spike in both web page views and job postings around Tech Trek.

Spike in Job Postings on SPARK Job Portal

Comparison: Spike in SPARK Job Portal Traffic Leading up to Tech Trek

Tech Trek provides a remarkable opportunity for job seekers, college students, and the community. The event gives attendees the opportunity to look behind the veil of a company in a way that an interview or Glassdoor.com cannot grant. Not only are you able to see the actual workspace and hear about individual jobs and responsibilities from employees, you're able to observe team unity and togetherness, pick up on company atmosphere, and quite possibly meet the CEO in an informal, relaxed setting.

Company Impact

The impact on participating companies is impossible to measure as it is a function of the new relationships made and insights gained through the event and future impact. Our objective was for companies to take away an individualized benefit and have a great time. Success can be measured via company feedback:

- "It was a great bonding experience for our employees that helped out."
- "We got to meet the community and put our face out there. We also met some people that were willing to help us."
- "Our company really pulled together to utilize strengths of individual employees to create a great digital and physical display of what we do."
- "Through Tech Trek, we were able to obtain 5 statements of interest."
- Thank you for making today an incredible experience for so many, including us at SPLT. It really was our warm welcome to the Ann Arbor tech community and town in general.
- Thank you for inviting Ann Arbor Public Schools to participate in Tech Trek. We had a wonderful experience. Not only was it great exposure for our STEAM initiatives but, more importantly, it was a meaningful educational opportunity for our students. It gave our students valuable experiences to explain their projects and interests, to inspire other students and to meet professionals who expanded their knowledge.

We surveyed the participating companies after the event:

- Companies on average felt prepared for the event due to constant communication between SPARK staff and participating companies; nearly half of respondents felt "very prepared".
- 86% of companies surveyed expressed interest in participating next year; the remainder were undecided due to the event being a year away.

In addition to providing a variety of food and drink, companies were encouraged to create an environment that highlighted their unique culture and provided a fun and memorable experience for each of their audiences i.e. families with children, university students, and job seekers. Here are a couple examples in their own words of how companies responded to this element of the event:

- "Photo contest Tattoo Station Raffle Hotel Coupon App tour SWAG"
- "We had 2 demos - one for our Backup product using children's blocks and the other using a quick presentation on Email Spam. We also had a cold brew sample station with Roos Roast Coffee and lastly a photo opportunity with SPAM (yes the canned food), inflatable hammers and dinosaur costumes. The punch line was block SPAM and/or make SPAM extinct."
- "Robots -hands on activities with tech arb and start-up garage"
- "Night Vision, Virtual Reality Goggles, Digital Marketing coloring sheet, madlib and word-web, Simulated Hockey"
- "Relaxation station and raffle"
- "Drone race and a quiz"
- "Code racing, photo booth/apply your own filter and post to social media, retro arcade games, telescopes to view Ann Arbor/the Big House, food, and a bar

Conclusion

Tech Trek is a successful, rapidly growing event that bonds downtown Ann Arbor's tech community with the community at large.
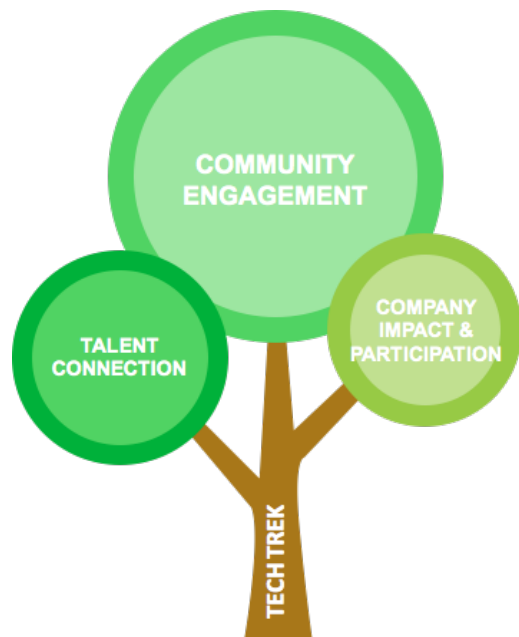
In only one year (thanks to the efforts of the SPARK team), attendance rose by 162%, the number of companies participating tripled, and SPARK website visits quadrupled. The post-event surveys captured testimonials that told the story of an innovative and diverse event. The clear message from both attendees and companies was one of support and added value.

The enthusiasm surrounding Tech Trek is infectious. The event is positioned to grow in all metrics: Attendees/community members, company participation, and partner/sponsor organization participation. SPARK cannot continue to grow Tech Trek without more support. The integrated marketing effort to achieve the 2016 metrics required extensive time and execution of tactics from the existing marketing staff. Setting aside Tech Trek, our SPARK Events Manager is responsible for organizing approximately 120 events per year, with a goal of 4,200 attendees. Tech Trek alone dwarfs all other SPARK events in terms of attendees and stakeholders (participating companies, funders, community members, etc). We anticipate that to effectively manage Tech Trek in the future, it will take a dedicated staff person six months of full-time work.

The strategic vision for future Tech Treks could potentially include increasing outside sponsorship. SPARK has been approached by a Fortune 500 company, local radio stations, and could actively pursue others.

As the tech sector in Ann Arbor grows, the relationship between the industry and community becomes increasingly significant. An event like Tech Trek unites our tech community with the broader community in a way that's authentic, inspiring, and unique.