LDFA Report – Ann Arbor SPARK 2018

First Quarter
2018-2019

$267K Support for companies

142 Companies Served

7 Companies Created

Jobs
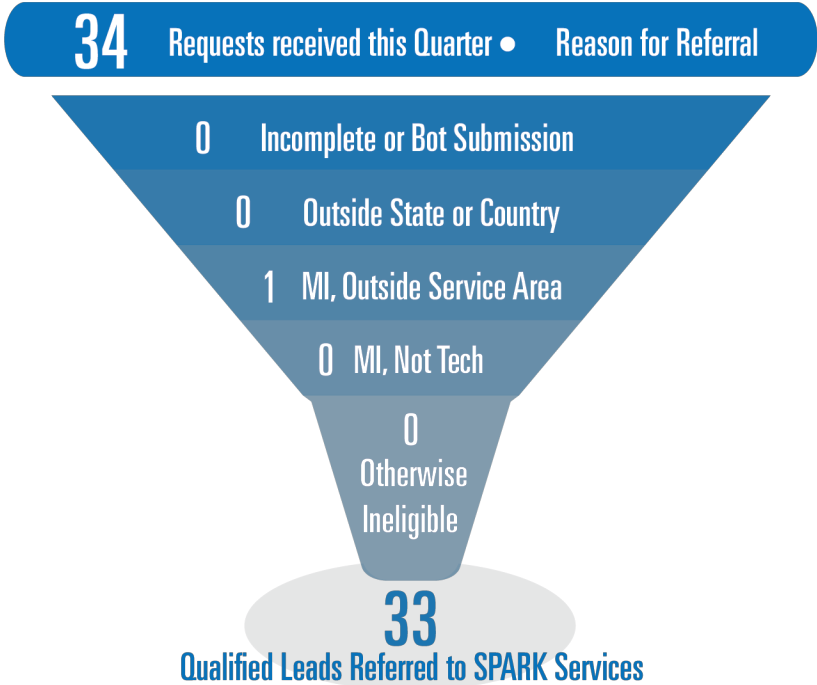165.5 jobs created
538.5 current FTEs

655 Event Attendees

Funds Raised
$154 M
investments & grants

ANN ARBOR SPARK

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

Ann Arbor-Ypsilanti Smart Zone
Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: *July 1, 2018 – September 30, 2018*

Business Accelerator Intake – Phase I

34 Requests received this Quarter ● Reason for Referral

0 Incomplete or Bot Submission

0 Outside State or Country

1 MI, Outside Service Area

0 MI, Not Tech

0 Otherwise Ineligible

33
Qualified Leads Referred to SPARK Services

The number of Business Idea forms received this quarter is average, but there was a distinctive positive change is the quality of the leads we received. Our analysis indicates this change was primarily driven by a shift in our marketing team's digital inbound strategy to focus on high quality targeted traffic at the expense of total web traffic.

The increase in qualified leads at the top of the funnel will ultimately lead to marginally higher incubator occupancy rates, acceleration program expenditures, and event attendance in the months to come.

Companies Created

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

Uniq ID	Company Description
9923	Software platform that makes AR and VR enterprise content creation and publishing super easy.
11164	Low cost capnography device with continuous remote-monitoring capabilities to improve outcomes and lower the cost of care for cardio respiratory patients.
10188	Software that integrates patient genetic information into electronic health records.
8789	Digital health platform that assists patients in navigating through the complex processes before and after surgery.
11248	Money transfer service.
11312	Decentralized cryptocurrency exchange.
11343	Platform to facilitate peer-to-peer educational experiences within local communities.
	7 Companies

Business Acceleration

Look for these codes by the Uniq ID in the following tables.

M = Mobility Company
Y = Ypsilanti Company
U = University of Michigan affiliated

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

Uniq ID	Company Description	FTEs	Billed Support
11223	Developmental media for toddlers.	2	$300
8797	Off-the-shelf machine learning applications.	7	$350
9923	Software platform that makes AR and VR enterprise content creation and publishing super easy.	0.5	$2,000
	Total (3 Companies)	**9.5**	**$2,650**

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

Company Description	Project Description	FTEs	Billed Support
233		1	$3,248
Treatment for the antibiotic-resistant intestinal disease known as Clostridium difficile.	Scientific testing.	1	$1,980
Treatment for the antibiotic-resistant intestinal disease known as Clostridium difficile.	Scientific testing.	1	$1,268
11105		1	$963
Do it yourself financial planning in a digital platform.	Registration as a new investment advisory firm.	1	$963
11110 U		6	$4,750
Web-based software package that allows patients to complete their personal and family history at home.	Corporate formation.	6	$1,500
Web-based software package that allows patients to complete their personal and family history at home.	License agreements.	6	$3,250
11112		1	$1,750
Software products that enable IBM Security AppScan and IBM QRadar to support advanced capabilities both previously could not.	Formation, document creation, license negotiations.	1	$1,091
Software products that enable IBM Security AppScan and IBM QRadar to support advanced capabilities both previously could not.	Formation, document creation, license negotiations.	1	$450
Software products that enable IBM Security AppScan and IBM QRadar to support advanced capabilities both previously could not.	Formation, document creation, license negotiations.	1	$209
11120 U		2	$3,800
Cross-MBA trips for students from several universities before their MBA program begins.	Terms of Service/ Use; Privacy Policy; Client Agreement; Research on business operations.	2	$3,800
11147		1.5	$900
Autonomous drone designed to find a person overboard and to let them know that help is coming.	Corporate formation.	1.5	$900
11312 Y		1	$500
Decentralized cryptocurrency exchange.	Website development.	1	$500

Company Description	Project Description	FTEs	Billed Support
4586 U		4	$1,500
Heat technology generates nonelectric, reusable heat on demand.	Strategic positioning and partnership.	4	$1,500
6545		2	$255
Software platform applies predictive analytics to strategic decisions regarding IP management.	IP protection, corporate conversion, initial commercial agreements.	2	$255
7074		3	$500
Risk assessment and communication app for surgeons, and pre-surgical intervention programs.	Pricing and market entry strategy.	3	$500
7202		2	$3,939
Sports fandom competition, tracking and social media integration smart phone app.	Improve app user experience.	2	$3,500
Sports fandom competition, tracking and social media integration smart phone app.	Improve app user experience.	2	$439
7674 M		5	$741
Platform of sensors, software, and analytics that will harvest key data from manufacturing machines, processes, and people, and translate it to actionable intelligence.	Trademark and copyright.	5	$741
7704 U		1	$1,530
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Equity, compensation, confidentiality agreements for CEO hire.	1	$62
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Equity, compensation, confidentiality agreements for CEO hire.	1	$1,468
7815 U		1	$1,350
Online learning platform for contract lawyers.	Tax analysis.	1	$1,350
7938		2.5	$2,737
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Develop marketing materials, brand identity, and sales collateral.	2.5	$1,591
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Develop marketing materials, brand identity, and sales collateral.	2.5	$312
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Develop marketing materials, brand	2.5	$586

Company Description	Project Description	FTEs	Billed Support
	identity, and sales collateral.		
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Trademark Registration.	2.5	$248
8007 MU		4	$669
Bamboo composite materials.	Automation feasibility assessment and analysis for bamboo fiber extraction production process.	4	$650
Bamboo composite materials.	Automation feasibility assessment and analysis for bamboo fiber extraction production process.	4	$19
8050		12	$46
Employee engagement SaaS app.	Migration to AWS.	12	$46
8073		4	$3,000
Mobile giving app for non-profits.	Optimize social media profiles, event marketing strategy, refresh content on website for SEO, SEM analysis.	4	$1,500
Mobile giving app for non-profits.	Optimize social media profiles, event marketing strategy, refresh content on website for SEO, SEM analysis.	4	$1,500
8189 M		4	$4,874
UAVs to detect methane at solid waste landfills.	Legal work, fundraising, and documentation	4	$4,874
8271 U		5	$64
Evidenced Health Risk Appraisal (HRA) program and services.	Option/license, employment and contractor, employee equity incentive plan, license agreement, Master Services Agreement.	5	$64
8364 MU		2	$441

Company Description	Project Description	FTEs	Billed Support
Programming language for Computer Numeric Control manufacturing.	Option plan package, beta test agreement, technical independent contractor agreement.	2	$243
Programming language for Computer Numeric Control manufacturing.	Option plan package, beta test agreement, technical independent contractor agreement.	2	$199
8393		1	$1,062
B2B marketplace where businesses can easily find quality IT professionals.	Customer on-boarding.	1	$431
B2B marketplace where businesses can easily find quality IT professionals.	Platform on-boarding.	1	$317
B2B marketplace where businesses can easily find quality IT professionals.	Platform on-boarding.	1	$314
8440 U		3	$3,250
Web platform to facilitate end of life decisions.	Initial corporate agreements and HIPPA policy.	3	$2,438
Web platform to facilitate end of life decisions.	Initial corporate agreements and HIPPA policy.	3	$813
8522		2	$7,969
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Capitalization restructuring.	2	$2,000
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Develop a process for customer set up, servicing, upsell, and reporting.	2	$3,000
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Sales pipeline development.	2	$2,969
8591		2	$2,000
Training SAAS platform, focused on workplace violence prevention and active shooter preparedness.	LMS setup and customer support.	2	$500
Training SAAS platform, focused on workplace violence prevention and active shooter preparedness.	LMS setup and customer support.	2	$500
Training SAAS platform, focused on workplace violence prevention and active shooter preparedness.	LMS setup and customer support.	2	$500

Company Description	Project Description	FTEs	Billed Support
Training SAAS platform, focused on workplace violence prevention and active shooter preparedness.	LMS setup and customer support.	2	$500
8636 Y		2	$2,035
Guided meditation and respiratory biofeedback app.	Terms of service, privacy policy, and assistance with convertible note.	2	$1,148
Guided meditation and respiratory biofeedback app.	Terms of service, privacy policy, and assistance with convertible note.	2	$888
8769		1	$170
Automated legal document generation software.	Terms of use and privacy policy, license agreement.	1	$170
8774 M		5	$23,500
V2X software to make roads and vehicle-to-everything interactions safer.	Prepare five utility patent applications.	5	$23,500
8778 U		1	$5,000
Portable oxygen concentration device.	Equity financing support.	1	$5,000
8797		7	$5,760
Off-the-shelf machine learning applications.	Models and reporting.	7	$5,760
8806		5	$2,150
Turnkey passive home entry module.	Corporate agreements.	5	$1,728
Turnkey passive home entry module.	Corporate agreements.	5	$172
Turnkey passive home entry module.	Corporate formation, license agreement, convertible note.	5	$250
8807 Y		2	$4,500
Makerspace focused on electronics, and education offering a range of hands-on, application-based classes and workshops in programming and electronic design.	Brand identity design, and brand strategy development.	2	$4,500
8832		9	$3,187
Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	Spinout new company formation.	9	$1,508
Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	Spinout new company formation.	9	$1,679
8845		4	$6,000

Company Description	Project Description	FTEs	Billed Support
Virtual reality entertainment business.	Licensing agreement, convertible note.	4	$6,000
8862		2	$7,167
Mobile learning platforms to help young people combat sexual violence and misconduct.	Formation, trademark, initial commercial documents.	2	$1,625
Mobile learning platforms to help young people combat sexual violence and misconduct.	Formation, trademark, initial commercial documents.	2	$5,542
Total (35 Companies)		**111**	**$111,305**

Talent Programs

Entrepreneur-In-Residence Program

This quarter, three companies utilized the entrepreneur-in-residence program. This program is designed to attract and retain C-level individuals in the community by leveraging their talent and experience to add substantial value to client companies.

Uniq ID	Company Description	Billed Support	FTEs
8364 MU	Programming language for Computer Numeric Control manufacturing.	$1,225	2
8422 U	A new process to manufacture custom orthotic devices by connecting orthotists with 3D printing through the cloud.	$63	1
6345	Ensures proper hand hygiene for hospitals to increase compliance and cut down on infections.	$8,000	23
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	$2,000	2
5640	Interactive tablet menu for restaurants.	$650	5.5
8777 U	Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	$3,000	0.5
7066	Platform to accept and manage concussion-tracking data collected from helmet sensors.	$1,187	1
11105	Do it yourself financial planning in a digital platform.	$275	1
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	$150	2
5604 Y	Online language learning platform.	$2,400	1
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	$4,000	1
Total (11 Companies)		**$22,950**	**40**

Intern Matching Funds 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
7374	Augmented reality app for immersive digital experiences based on children's books.	$1,320	3
8556	Web-based staffing platform for summer camps and prospective camp staff to find each other.	$420	4
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	$525	2
7117 U	Data processing algorithms and curated genetic database software as a service.	$1,229	13
8424 U	An augmented reality platform that empowers individuals, and organizations to solve problems, explore, and share with VR/AR.	$2,600	7
4324 Y	Data analysis and statistical methods consulting and training.	$1,260	4
6835 M	Combustion cycle and injection technology.	$829	8
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	$1,080	1
2203	Online furniture inventory management that allows targeted retailer interaction.	$1,980	11
8807 Y	Makerspace focused on electronics, and education offering a range of hands-on, application-based classes and workshops in programming and electronic design.	$1,335	2
8143 M	Secure vehicle data harvesting product.	$1,200	7
Total (11 Companies)		**$13,778**	**62**

Digital Engagement Clinic

Client startups received a digital marketing boost through a collaborative program between Ann Arbor SPARK and Eastern Michigan University's Center for Digital Engagement (CDE). The Digital Engagement Clinic matched undergraduates and recent graduate interns with Ann Arbor SPARK clients to accelerate the startups' digital marketing efforts. The startups received hands-on digital marketing and clinic interns received valuable work experience that built their resumes. The program kicked off in June and ran through August.

- There were 25 interns
- 18 white, 4 black, 1 Latina, 1 Asian, 1 south Asian
- 14 women, 11 men
- 18/25 (72%) are employed in digital in some way:
  - 14/25 (56%) in the private sector
  - 4/25 (16%) in the non-profit sector including universities and institutes
  - 7/25 are looking or full-time students.
- Vignettes and profiles continue to be updated at CenterForDigitalEngagement.org

Uniq ID	Company Description	Billed Support	FTEs
2203	Online furniture inventory management that allows targeted retailer interaction.	$1,485	11
4432	Website development, marketing, software development.	$1,890	13
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	$1,950	10
7117	Data processing algorithms and curated genetic database software as a service.	$2,190	13
7336	Supply chain software.	$1,500	12
7815	Online learning platform for contract lawyers.	$1,800	1
7888	Device which clips onto strength training equipment, capturing and interpreting strength training data in real-time.	$2,670	6
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	$2,025	3
8286	Website built to match job seekers with startup jobs.	$2,175	2
88393	B2B marketplace where businesses can easily find quality IT professionals.	$1,800	1
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language and preferences.	$2,138	3
8774	V2X software to make roads and vehicle-to-everything interactions safer.	$1,980	5
	Total (12 Companies)	**$23,603**	**80**

AfterWork Program

Amy Cell LLC, Ann Arbor SPARK, and local employers have joined forces to launch an initiative to enhance early career and internship experiences, with an eye toward retaining young talent after graduation. This initiative, known as AfterWork, is a win-win for employers, young professionals, and the local economy.

AfterWork is a social and professional development community of summer interns and recent graduates who want to live, work, and play in the region. A wide variety of programming helps interns and young professionals connect to each other, the community, and other businesses and organizations. We know that if a college intern makes friends, and has a good time during the summer, and gets a sense of the regional vibrancy, then they are more likely to stay here upon graduation.

Thomson Reuters, Bank of Ann Arbor, ITHAKA, Arbor Networks, ArborMoon and Ann Arbor SPARK are founding sponsors of AfterWork, having committed approximately 90 interns to the program.

Name of Event	Total Attendees	LDFA Interns
Day of Giving on Huron River	19	0
Summer Festival tent	44	6
Picnic in the Arb	21	1
Bowling at Revel & Roll	15	1
American Center for Mobility	31	3
Sonic Lunch	23	4
First Friday Ypsilanti	10	0
Big House Tour	31	0
Total	194	15

SPARK Central Innovation Center

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.

Ground Floor

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.

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

This 6000 square feet 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 Virtual Clients				10	117.5
8255	Communications software for B2B or B2C.	11/1/16	9/30/18	N/A	2
8778	Portable oxygen concentration device.	10/1/18	3/31/19	N/A	1
8364	Programming language for Computer Numeric Control manufacturing.	6/1/18	10/31/18	N/A	2
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	2/1/17	7/31/17	N/A	2
8133	Virtual private networking as a service.	8/1/16	8/31/18	N/A	1
8001	Radiation measurement and display enabled by modern technologies.	6/1/18	12/31/18	N/A	0.5
11164	Low cost capnography device with continuous remote-monitoring capabilities to improve outcomes and lower the cost of care for cardio-respiratory patients.	6/1/18	12/31/18	N/A	3
8769	Automated legal document generation software.	12/1/17	5/31/18	N/A	1
7153	Brain imaging service for development of medications or devices for the central nervous system.	7/1/14	6/30/17	N/A	1
9978	End to end product development firm.	6/19/18	12/19/18	N/A	1
8793	A portable, 180° rear/side view vision system with no fish eye effect.	12/15/17	5/15/18	N/A	2
8774	V2X software to make roads and vehicle-to-everything interactions safer.	1/15/18	7/16/18	N/A	5
8534	New chemical entity to treat Metabolic Syndrome and Type II diabetes.	7/1/17	12/31/17	N/A	2
7046	Electronics-based metering and power line communication.	4/1/14	1/1/16	N/A	1
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	3/1/18	8/31/18	N/A	2
8393	B2B marketplace where businesses can easily find quality IT professionals.	7/15/17	7/15/18	N/A	1
8076	Mobile giving app for non-profits.	6/23/17	12/23/17	N/A	4
8206	Personality testing insights for kids aged 7-13.	2/1/18	7/31/18	N/A	4
8789	Digital health platform that assists patients in navigating through the complex processes before and after surgery.	4/15/18	10/31/18	N/A	2
8651	Proprietary chip, camera, and image processing software package to verify that a tissue sample has enough tissue to make a diagnosis.	6/15/18	9/30/18	N/A	3
9924	Mobile imaging unit rental and brokerage.	3/26/18	9/26/18	N/A	2
11248	Money transfer service.	8/1/18	12/31/18	N/A	0
5557	Digital marketing intelligence.	7/1/12	9/30/18	N/A	4
8028	Online platform for festivals, vendors, and attendees to share data and ideas.	9/16/16	3/16/17	N/A	2
11105	Do it yourself financial planning in a digital platform.	5/1/18	11/30/18	N/A	1
7815	Online learning platform for contract lawyers.	9/1/18	2/28/19	N/A	1
9936	Disposable oxygenating technology that can be integrated into existing dressings/therapies.	3/1/18	7/31/18	N/A	2

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions.	5/13/11	1/1/16	N/A	3.5
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	8/1/16	12/31/17	N/A	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	N/A	3
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	7/1/17	12/31/17	N/A	2
8228	Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.	12/4/16	6/4/16	N/A	1
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	N/A	2
8776	Custom computing solutions for genomics applications.	1/1/18	6/30/18	N/A	1
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks and tasers.	10/1/17	3/31/18	N/A	2
8189	UAVs to detect methane at solid waste landfills.	4/1/17	4/30/18	N/A	4
7777	SaaS enabled ride-sharing platform.	5/1/16	10/31/16	N/A	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	N/A	2
8187	We enable our customers to build trusted B2B digital communities using proprietary blockchain technology. Members of our customer's communities are able to conduct commercial activities with one another with no fear of fraud or cybercrime.	6/1/18	12/31/18	N/A	1.5
8323	System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	12/15/16	6/30/17	N/A	27
8635	On-demand service and platform that connects consumers with certified phone and tablet repair technician.	9/1/17	3/31/18	N/A	3.5
SPARK Central Ground Floor				20	39.5
8826	Automated business intelligence (BI) tool providing real time alerts for data quality and reporting issues.	2/1/18	7/16/18	1	1
7982	Drug discovery SaaS product.	3/20/17	9/19/17	1	5
8419	Next generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	12/1/17	5/31/18	5	7
8631	Productizing marketing growth tools.	9/1/17	8/31/18	1	1
2028	Book and videos teaching Chinese to English speaking children.	7/15/17	1/14/18	1	4.5
7620	Software and simple hardware to integrate, retrieve, and update personal identity information.	3/1/17	7/31/17	1	2
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each other.	6/1/17	11/30/17	2	4

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
2203	Online furniture inventory management that allows targeted retailer interaction.	9/1/17	8/31/18	6	11
11343	Platform to facilitate peer-to-peer educational experiences within local communities.	10/1/18	12/31/18	1	2
8603	Runner acquisition platform for race organizers.	8/14/17	2/14/18	1	2
SPARK Central 3rd Floor				0	15
8521	A SaaS platform enabling healthcare providers to better understand their potential patients decision patterns, language and preferences.	1/1/18	6/30/18	N/A	3
7336	Supply chain software.	11/16/15	11/15/16	N/A	12
SPARK Central 4th Floor				50	133
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	9/1/17	2/28/17	5	10
4803	An intuitive integrated display that retrieves medical data.	4/25/16	10/25/16	5	5
7374	Augmented reality app for immersive digital experiences based on children's books.	6/1/17	11/30/17	3	3
8037	Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.	9/6/16	9/6/17	3	7
9923	Software platform that makes AR and VR enterprise content creation and publishing super easy.	9/1/18	2/28/19	1	2
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	7/1/17	12/31/17	1	2
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.	6/1/17	11/30/17	4	9
8050	Employee engagement SaaS app.	12/1/17	5/31/18	5	12
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	9/1/17	2/28/18	1	2
6835	Combustion cycle and injection technology.	5/1/16	11/1/16	5	8
8007	Bamboo composite materials.	6/1/16	9/30/18	1	4
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	5
8527	We're building the tools and software infrastructure at the center of autonomous vehicle development.	10/1/17	8/31/18	2	30
8797	Off-the-shelf machine learning applications.	3/1/18	8/31/18	3	7
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	7/1/17	12/31/17	1	4.5

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
10190	Visual recognition and machine learning technology that 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
8143	Secure vehicle data harvesting product.	4/1/18	9/30/18	2	7
SPARK East Virtual				4	16
8255	Communications software for B2B or B2C.	10/1/18	3/31/18	N/A	2
8636	Guided meditation and respiratory biofeedback app.	2/1/18	7/31/18	N/A	2
3965	Window products that let air in but keep the rain out.	12/1/17	12/31/18	N/A	1
8796	Offers the freight industry a hybrid-powered trailer that reduces fuel cost and helps meet increasing regulations.	9/1/18	12/31/18	N/A	5
7099	Online purchasing software.	5/1/14	11/1/14	N/A	1
3549	Disposable patient lifting system.	9/7/10	3/31/16	N/A	3
5604	Online language learning platform.	7/1/17	12/31/17	N/A	1
11312	Decentralized cryptocurrency exchange.	9/1/18	12/31/18	N/A	1
SPARK East Seated				12	17
8366	Commercializer of digital health and sports performance technology from universities across the US.	5/15/18	11/14/18	4	6
1782	Laser imaging systems integrator for combustion diagnostics, materials, and spectroscopic analysis.	3/15/14	3/15/19	5	7
8885	Streetwear clothing company.	3/1/18	8/30/18	1	3
5604	Online language learning platform.	9/1/18	9/1/19	2	1
	Grand Total (82 Companies)			97	338.5

Hosted Networking and Educational Events

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

Event Name	Date	# of Entrepreneurs	# of Attendees	Purpose of Event
NLP Meetup	6/19/18	0	21	Group for all natural language processing (NLP) and machine learning (ML) researchers, students, practitioners and enthusiasts in the Ann Arbor and Detroit Areas who want to get together and discuss their interests and stay up-to-date on the latest developments in NLP.
Fintech Meetup	7/18/18	0	0	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skills levels are welcome.
R Meetup	7/12/18	0	25	A meetup for the R Language group.
Mobility Meetup	7/18/18	0	15	The purpose of our group is to create a face-to-face community of people interested in mobility tech around Ann Arbor.
Preparing Projected Financials taught by Gary Hessenaur	7/18/18	14	20	Program is designed to help individuals with limited financial background. Projections are a useful tool for businesses of all stages and should be utilized as an ongoing tool. They are critically needed for startup and early stage businesses regardless if looking for investors or if self-funded. Learn how to prepare forecasts as well as some of the common shortfalls and solutions.
SPARK.ed taught by Patrick Garrity	7/18/18	28	28	The top reason why startups die is attributed to the inability to acquire customers. Join me in learning the key to building a successful customer acquisition engine.
Game Developer Meetup	7/19/18	0	21	The Ann Arbor branch of the International Game Developers Association brings Michigan's game-dev community together for monthly lectures, exhibitions, tutorials, free food, and industry talks at the SPARK East Innovation Center.
Starting Your Own Business	7/20/18	2	9	Join Ann Arbor SPARK and our community partners to learn about personality traits that impact entrepreneurism, creating a marketing plan for your business, legal, accounting, and risk considerations, product development, business plans, and financing options.

Event Name	Date	# of Entrepreneurs	# of Attendees	Purpose of Event
Tech Trek Debrief Luncheon	7/24/18	0	25	A luncheon for 2018 participating Tech Trek companies. General overview and event debrief.
Machine Learning Meetup	7/24/18	0	45	The goal is to strengthen the communication between researchers, engineers, and business professionals who want to explore the opportunities created by machine learning.
R Meetup	8/9/18	0	20	A meetup for the R Language group.
Fintech Meetup	8/15/18	0	12	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skills levels are welcome.
EMU CDE Summer intern graduation	8/15/18	0	52	Graduation celebration for the summer internship cohort at EMU CDE.
Game Developer Meetup	8/16/18	0	34	The Ann Arbor branch of the International Game Developers Association brings Michigan's game-dev community together for monthly lectures, exhibitions, tutorials, free food, and industry talks at the SPARK East Innovation Center.
"Startup Week Across America" with Congresswoman Dingell	8/21/18	12	12	Congresswoman Dingell visited SPARK East during Startup Week Across America.
SCIC Tenant Luncheon	8/28/18	60	60	A luncheon for the SCIC tenants.
SPARK.ed taught by Ted Dacko	9/5/18	24	24	This course will help you make your partnership programs work and produce the desired results. It is a must-attend for companies looking to scale through third-parties.
NLP Meetup	9/6/18	12	12	New language processing meetup.
Fintech Meetup	9/9/18	0	12	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skills levels are welcome.

Event Name	Date	# of Entrepreneurs	# of Attendees	Purpose of Event
Facebook Digital Marketing workshop	9/10/18	0	16	In the workshop, students will learn the basics of social media marketing using Facebook and Instagram and have the opportunity to earn four micro-credentials (digital badges) that demonstrate the skills they have learned. Workshops are designed to be short, hands-on, and practical.
Facebook Digital Marketing workshop	9/11/18	0	14	In the workshop, students will learn the basics of social media marketing using Facebook and Instagram and have the opportunity to earn four micro-credentials (digital badges) that demonstrate the skills they have learned. Workshops are designed to be short, hands-on, and practical.
A2 Mobility Tech meetup	9/17/18	0	38	The purpose of our group is to create a face-to-face community of people interested in mobility tech around Ann Arbor.
Facebook Digital Marketing workshop	9/17/18	0	12	In the workshop, students will learn the basics of social media marketing using Facebook and Instagram and have the opportunity to earn four micro-credentials (digital badges) that demonstrate the skills they have learned. Workshops are designed to be short, hands-on, and practical.
Concentrate Media Editorial Advisory Luncheon	9/18/18	0	25	Concentrate media roundtable discussion with entrepreneurs.
Facebook Digital Marketing workshop	9/18/18	0	14	In the workshop, students will learn the basics of social media marketing using Facebook and Instagram and have the opportunity to earn four micro-credentials (digital badges) that demonstrate the skills they have learned. Workshops are designed to be short, hands-on, and practical.
R Meetup	9/19/18	0	26	A meetup for the R Language group.
CAE – SEC Meeting	9/24/18	0	21	CAE - SEC hosted meeting at SPARK Central.
Facebook Digital Marketing workshop	9/24/18	0	10	In the workshop, students will learn the basics of social media marketing using Facebook and Instagram and have the opportunity to earn four micro-credentials (digital badges) that demonstrate the skills they have learned. Workshops are designed to be short, hands-on, and practical.

Event Name	Date	# of Entrepreneurs	# of Attendees	Purpose of Event
Facebook Digital Marketing workshop	9/25/18	0	4	In the workshop, students will learn the basics of social media marketing using Facebook and Instagram and have the opportunity to earn four micro-credentials (digital badges) that demonstrate the skills they have learned. Workshops are designed to be short, hands-on, and practical.
SPARK.ed taught by Sam Lolla	9/26/18	8	8	The nuts-and-bolts of how UX and design should work in tech orgs.
Game Developer Meetup	9/30/18	20	20	The Ann Arbor branch of the International Game Developers Association brings Michigan's game-dev community together for monthly lectures, exhibitions, tutorials, free food, and industry talks at the SPARK East Innovation Center
Total (31 Events)		**180**	**655**	

Microloans

Number of loans currently outstanding:	**13**
Current total loan amount outstanding	$489,384.89
Loan amounts repaid this fiscal year	$12,006
Loans written off this fiscal year	$0
Cumulative Jobs retained	97
Cumulative net Jobs created	16
Payment made back to LDFA this fiscal year	0
Current balance of the microloan account	**$22,012.80**

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	Amount
	Venture Capital	$137,085,001
8189	Series A	$500,000
4076	2nd tranche of previously reported transaction	$1,625,000
8522	Invest Detroit ($50,000), Pipeline Angels ($5,000)	$55,000
8862	Red Cedar Ventures	$20,000
8364	UM Desai Accelerator Fund	$25,000
8761	Pending public announcement	$2,300,000
3568	Pending public announcement	$18,000,000
4507	Series D led by Meritech Capital Partners and Lead Edge Capital at a valuation of $1.17 billion	$70,000,000
7696	Series B funding round led by Oak HC/FT	$30,000,000
7954	Y Combinator, undisclosed round follow-on	$1
8143	JAFCO, Airbus Ventures, DB Ventures, Plug and Play, etc.	$11,000,000
8037	$5MM AU$	$3,560,000
	Angel	$12,542,500
8778	10% interest convertible note at $2 million cap	$50,000
8778	$25,000 for 15% + discretionary in-kind services	$25,000
8778	Not Available	$25,000
8806	Not Available	$750,000
7493	Not Available	$4,500,000
8793	Private angels	$15,000
8122	Individuals	$50,000
8774	Techstars, others	$1,500,000
8088	Not Available	$200,000
8081	Not Available	$477,500
6834	Not Available	$50,000
4167	Individual angels	$100,000
4167	Individual angel	$850,000
4167	Private lender - line of credit	$1,000,000
8514	Not Available	$90,000
8419	Angels	$700,000
8657	Part of total seed round for $2.36M	$1,860,000

Uniq ID	Transaction Details	Amount
7476	Not Available	$250,000
8122	Individual	$25,000
8122	Individuals	$25,000
	SBIR/STTR	$1,273,000
6947	NSF	$150,000
7954	NIH	$250,000
7772	Phase II SBIR	$748,000
7772	Phase II SBIR ETF match	$125,000
	Bank/Lender	$800,000
6535	Huntington Bank	$140,000
5640	Bank of Ann Arbor	$450,000
7484	Chase	$210,000
	MEDC (PSF, PSF 2.0, FSF, FCF, etc.)	$1,141,737
8393	SCIA Intern reimbursement	$4,200
2203	Invest Detroit and invest Michigan	$300,000
4432	Invest Detroit First Capital Fund	$150,000
7374	Invest Detroit	$75,000
7374	Invest Detroit	$25,000
8393	First Customer Program 50% matching	$5,000
8774	PlanetM	$80,000
8657	PSF 2.0 and BRCC. Part of total seed round for $2.36M	$500,000
6360	MCRN/SCIP	$2,537
	Founder/Insider	$15,000
8845	Not Available	$10,000
8845	Not Available	$5,000
	Corporate/University/Foundation	$1,776,785
8393	Michigan Women's Foundation (business competition)	$5,000
8658	University of Michigan Desai Accelerator	$25,000
8651	Business plan competitions from multiple schools with travel sponsored by Ross School of Business.	$33,000
8434	Bio-Rad Laboratories Inc	$256,335
7375	T&T Community Trust	$250,000
11110	Blue Cross Blue Shield of Michigan Foundation	$75,000
11120	Zell Lurie Institute at the University of Michigan	$1,500
6575	Private foundation	$178,000
8862	Ford Foundation	$2,500

Uniq ID	Transaction Details	Amount
8862	Greenlight Pitch Competition	$1,000
8364	UM::ZLI / ZGEN Zell Entrepreneurs Program	$10,000
8189	Environmental Specialties International, Inc. (Strategic investor of $500K for equity in the business)	$500,000
8189	Mindspring grant via Varnum Law	$10,000
4586	US FDA - Georgia Tech Atlantic Pediatric Device Consortium	$50,000
4586	WeWork, SAFE, $100k from Hillman Accelerator	$172,000
6522	U Penn, U Haifa	$59,000
4432	Monroe Brown Fund	$50
7876	Not Available	$125,000
5604	MCRN	$7,000
5604	ZLI	$5,400
11212	Innovation in action	$11,000
	Other	$290,000
8422	Not Available	$40,000
7940	Not Available	$250,000
	Total (73 Transactions)	**$154,924,023**

Integrated Marketing Plan

The massive influx of traffic from our integrated a2TECH360 campaigns made a huge impact on our overall traffic. Our metrics have settled back to normal for Q1 18/19 and are performing well.

Marketing Communications Tool	Description	LDFA FY 18 – 19, Q1	Compared to Last Quarter
Website Visits	Visits to our website will raise awareness and provide valuable tools and resources.	55,000	- 39%
Video Views	Video views on multiple platforms to reach wider audiences.	25,079	- 69%
Social Media Impressions	General visibility on a variety of popular social media platforms.	730,776	- 34%
Social Media Interactions	Direct, positive interactions with people from all over the world.	21,408	- 63%

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**: *$1125* – Customer experience tool to help manage the incubators.
2. **Clicktools**: $1497 – Survey platform.
3. **YaRooms**: $2268 – Conference room booking tool.

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.