

LDFA REPORT 2021 - 2022

ANN ARBOR/YPSILANTI SMARTZONE

Q2

185 COMPANIES
SERVED

62 JOBS
CREATED

11 COMPANIES
CREATED

\$137M FUNDS
RAISED
INVESTMENTS & GRANTS

\$368K
DIRECT SUPPORT

Ann Arbor Living Lab: Interactive Project Map

Regional stakeholders have continuously invested in Ann Arbor’s mobility infrastructure, programs, and resources to ensure that the latest innovations are developed, tested, and deployed here.



To help explain the growing deployment and testing activity, Ann Arbor SPARK created an interactive map that displays a substantial portion of all publicly announced multi-stakeholder projects and grant-funded mobility testing in the Ann Arbor region between 2017 and 2021.

The map showcases more than 50 projects that include multi-stakeholder deployments or grant-funded testing within the region. It offers a window into the multitude and variety of mobility projects unfolding in the Ann Arbor area in the last five years alone. This robust activity is a testament to the innovative spirit of the companies located here and the level of acceptance and enthusiasm the Ann Arbor community and the public sector has for innovation.

For companies interested in testing or deploying their mobility tech, this map provides an outstanding sample of the types of projects the Ann Arbor region can enhance and facilitate. By filtering the projects into industry categories and project types, companies can learn about similar deployments and read more details about stakeholders and funding models that went into making that deployment a reality.

More information about the interactive map can be found on page 20 of this report, and a link to the map can be found [here](#).

HeloGenika Wins \$25,000 Best of Boot Camp Prize from Ann Arbor SPARK

Boot Camp is designed for entrepreneurs who are prepared to assess and validate the feasibility of their business concept, build a business model, and find beta customers. Participants get hands-on assistance to test ideas over an intense multi-week program, interacting with multiple mentors and early-stage investors.



At the conclusion of its latest Entrepreneur Boot Camp, Ann Arbor SPARK awarded HeloGenika its \$25,000 Best of Boot Camp prize and Culturewell its \$10,000 runner-up prize. Third place winner Imagine Chat won \$1000, thanks to a sponsorship from UHY. The winners were selected by an esteemed panel of experts, based on the startup business’s investor pitch.

“Ann Arbor SPARK’s Entrepreneur Boot Camp was an eye-opening learning experience for us, and we only wish we had enrolled sooner,” said Snehal Patel, founder, HeloGenika. “We gained invaluable knowledge through formal didactics on critical topics for new businesses and hands-on experience with pitching and customer discovery. Boot Camp even helped us forge invaluable relationships with business mentors in the Ann Arbor community. The money we won at Boot Camp is going towards legal fees for forming two strategic partnerships and initiating the patent filing process.”

Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: October 1, 2021 – December 31, 2021



Business Accelerator Intake – Phase I

Companies Created

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

- M = Mobility company
- U = University affiliated
- Y = Ypsilanti company

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

Uniq ID	Description
15281Y	Automated small to medium business loan approval process to accelerate loan approval.
15272	A prophylactic Pseudomonas aeruginosa (Pa) vaccine created from a proprietary vaccine development platform.
16251M	Modular hardware platforms robotics and AV companies to run delivery services.
14829	Training tool for medical purposes.
15314	Leverages drone technology for clients.
16236	On-demand freight forwarding and transit services.
16241	Investment app to help young adults to start investing to achieve their financial goals.

Uniq ID	Description
16184	A means of improving oral care compliance in mechanically ventilated patients in order to reduce the real-world rates of ventilator associated pneumonia.
8229U	Neuroprotection for retinal diseases.
16171	Virtual cyber security officer services to small and medium-size organizations.
16183	Linking NFTs to physical objects.
Total (11 Companies)	

Business Acceleration

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

Uniq ID	Description	FTE's	Billed Support
15241	A platform that utilizes biosignals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.	4	\$1,000.00
15339	A disruptive process which will revolutionize and cause standardization of Traumatic Brain Injury (TBI) diagnosis and treatment.	1	\$1,200.00
Total (2 Companies)		5	\$2,200.00

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

Description	Opportunity Description	FTE's	Billed Support
8591		2	\$4,500.00
Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence (WPV) prevention and active shooter preparedness.	SEO lead generation	2	\$1,500.00
	SEO lead generation	2	\$1,500.00
	SEO lead generation	2	\$1,500.00
8366YU		2.5	\$500.00
Physiological performance data analytics company.	Accounting services.	2.5	\$500.00
8229U		3	\$1,250.00
Neuroprotection for retinal diseases.	LLC Formation, Option/License Agreement with OTT, and Equity Incentive Plan.	3	\$1,250.00
8189M		9	\$6,000.00
Unmanned aerial vehicles (UAV's) to detect methane at solid waste landfills.	Historical company valuation.	9	\$6,000.00
7131		1.5	\$5,000.00
An education and evaluation application to reduce high diagnostic error rates.	UI Services.	1.5	\$5,000.00
4185U		0.5	\$990.00
Works with manufacturers to choose the right wireless power technology and integrate it with their product.	Sublicense agreement negotiation with XII Medical.	0.5	\$412.50
Works with manufacturers to choose the right wireless power technology and integrate it with their product.	Sublicense agreement negotiation with XII Medical.	0.5	\$577.50
16184		1.5	\$3,459.50

Description	Opportunity Description	FTE's	Billed Support
A means of improving oral care compliance in mechanically ventilated patients in order to reduce the real-world rates of ventilator associated pneumonia.	Formation, trademark, and equity incentive.	1.5	\$2,552.00
	Design services to build 3D CADD models.	1.5	\$165.00
	Design services to build 3D CADD models.	1.5	\$742.50
16143		5	\$5,800.00
A company that holds the exclusive license to commercialize a novel compound preventing brain cell destruction from BAP.	Business planning and analysis; Capitalization and funding to conduct human clinical trials; Other consulting and work necessary to organize data, documents, and recruit essential staff.	5	\$2,800.00
	Business planning and analysis; Capitalization and funding to conduct human clinical trials; Other consulting and work necessary to organize data, documents, and recruit essential staff.	5	\$3,000.00
15418		3	\$3,022.00
A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	First official action on the merits issued from Canadian Intellectual Property Office (CIPO), negotiating payments, and responding with instructions to regarding further prosecution of patent application in CIPO.	3	\$1,022.00
	Pathway analysis work.	3	\$2,000.00
15410M		1	\$984.00
An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	Website design.	1	\$984.00
15389		4	\$7,500.00
A pay-it-forward system to purchase gifts of cheer for their friends and family.	Completion of the MVP app software.	4	\$7,500.00
15378M		0.5	\$8,200.00
A company that provides a robotics platform for autonomous mobility solutions in a variety of industries.	Videography.	0.5	\$750.00
	Legal services - patent filing.	0.5	\$7,450.00
15335U		2	\$1,270.00
A frontline psychoeducation program for pregnancy and early parenting.	To begin the stream of revenue by launching sales of SMC end-user license agreements (EULAs).	2	\$820.00
	To begin the stream of revenue by launching sales of SMC end-user license agreements (EULAs).	2	\$450.00
15288		1	\$5,397.50
An app aiming to create a life free from sexually transmitted infections.	Brand design specifications for fonts, colors, and layout of the phone app.	1	\$3,500.00
	Independent contractor agreement and convertible promissory note.	1	\$1,897.50
15281		4.5	\$10,000.00
Automated small to medium business loan approval process to accelerate loan approval.	UX services.	4.5	\$10,000.00
15272		5	\$4,680.00

Description	Opportunity Description	FTE's	Billed Support
A prophylactic Pseudomonas aeruginosa (Pa) vaccine created from a proprietary vaccine development platform.	Legal and advisory services regarding corporate structuring, seed stage financing, and Series A. General corporate services for contract negotiations with contractors and strategic outsourced services.	5	\$4,412.00
	Legal and advisory services regarding corporate structuring, seed stage financing, and Series A. General corporate services for contract negotiations with contractors and strategic outsourced services.	5	\$268.00
15196		3	\$4,600.00
A children's app aimed at fostering social and emotional intelligence to 3 to 7-year-olds in the U.S.	Edit films/videos for the application.	3	\$160.00
	Edit films/videos for the application.	3	\$540.00
	Review and creation of scripts.	3	\$3,900.00
15179		2	\$2,848.00
Capital and technology enabled platform that will aid tenants, help them preserve their capital, and win landlords more lease deals.	Subscription agreement for senior debt and convertible note, senior debt agreement, and convertible note or SAFE.	2	\$2,848.00
14782U		2	\$3,324.00
Wastewater treatment process that is more energy efficient and a smaller footprint.	Patent nationalization in Australia and Europe.	2	\$2,726.00
	Patent nationalization in Australia and Europe.	2	\$134.00
	Patent nationalization in Australia and Europe.	2	\$464.00
14747		3	\$2,000.00
A video game advertising agency that helps businesses and brands promote their products.	Assist and finalize pitch art.	3	\$2,000.00
14704		5	\$10,850.00
An artificial intelligence tool to develop traveler profiles for recommended trips.	Data collection tool design.	5	\$10,850.00
14689		2	\$2,750.00
A multi-functional microscope that reveals fundamental and structural material characteristics.	Legal services - trademark filing prep.	2	\$2,750.00
14668Y		2	\$2,750.00
Plant-based braiding hair designed to reduce irritation and pollution from synthetic braiding hair.	Research market landscape	2	\$2,750.00
13680		6	\$437.50
A centralized portal for individuals to action their rights and view the locations in which personal data has been provided to companies.	Convertible debt financing and draft term sheet.	6	\$437.50
12929MY		1	\$17,176.00
A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto businesses to share their	Six videos for the app.	1	\$5,500.00
	Six videos for the app.	1	\$1,500.00
	Legal services: formation documents, Terms of Service, investment support.	1	\$2,176.00

Description	Opportunity Description	FTE's	Billed Support
cars, passion, auto skills, or expertise with guests.	Four how-to videos for website, automated email marketing, and updated landing page.	1	\$8,000.00
12902Y		2	\$1,000.00
A drug formulation to help chronic kidney disease patients.	Patent search	2	\$1,000.00
12884Y		2	\$733.50
Eco-friendly prescription medication bottle manufacturing.	Marketing and website work.	2	\$733.50
12842M		4	\$20,715.00
Last mile robot delivery solutions.	New website development.	4	\$6,056.00
	New website development.	4	\$8,400.00
	New website development.	4	\$1,459.00
	New website development.	4	\$4,800.00
12782		2	\$6,162.60
A tech-enabled, direct-to-consumer cosmetic and lifestyle brand serving American men dealing with hair loss and American bald men.	Videos for website and Kickstarter campaign.	2	\$6,162.60
12775		4	\$3,350.00
A SaaS solution providing tracking of follow-up care to ensure no patient falls through the cracks. Along with patient engagement to give patients timely information helping them to stay on plan.	Review of founder ownership and employment documentation, update of missing or incomplete documentation, and development of standard customer agreement template.	4	\$1,350.00
	Review of founder ownership and employment documentation, update of missing or incomplete documentation, and development of standard customer agreement template.	4	\$2,000.00
12770		2	\$4,997.50
An online marketplace for unique products and fashion items designed by up-and-coming artists and celebrities sold with all profits going to local charities.	Website and platform updates.	2	\$4,997.50
12190		1	\$5,950.00
Makes control data easy and accessible to build predictive economic models.	Review and discussion of technology, drafting of patent application, review patent application with client, and submission of application.	1	\$5,950.00
12134U		1	\$948.00
A personal air purification device to solve the problem of people being unable to live active lives in places with unhealthy air quality.	B2B customer license/sale terms and discretionary contract work.	1	\$948.00
12128U		4	\$2,135.20
An artificial intelligence software platform that uses real-time in the catheterization lab to process conventional angiograms and automate a quantitative clinical assessment of coronary artery disease (CAD) patients.	QuickBooks set-up and implementation.	4	\$212.50
	QuickBooks set-up and implementation.	4	\$1,662.60
	QuickBooks set-up and implementation.	4	\$260.10
12039U		0	\$4,125.00
Analytics tool that generates synthetic big data sets for healthcare.	DataSifter license.	0	\$4,125.00

Description	Opportunity Description	FTE's	Billed Support
12030		20	\$1,778.34
English Sign Language (ESL) educational technology platform that includes business culture training.	Development of website.	20	\$1,228.34
	Design, maintenance, development, and strategy for websites.	20	\$448.34
	Development of website.	20	\$101.66
11988		1	\$10,000.00
Scalable smart camera system that captures all objects in any sports scene, including players and officials, from multiple points of view including 3-D motion.	Assist company in meeting Drive Shack acceptance criteria.	1	\$10,000.00
11979		2	\$11,943.50
A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	Push notifications.	2	\$2,045.00
	Develop chatbot content strategy calendar.	2	\$1,945.00
	Incorporate new product features and enhance chatbot.	2	\$1,330.00
	Push notifications.	2	\$1,505.00
	Establish email marketing strategy.	2	\$1,000.00
	Establish email marketing strategy.	2	\$398.50
	Incorporate new product features and enhance chatbot.	2	\$1,605.00
	Establish email marketing strategy.	2	\$1,000.00
	Develop chatbot content strategy calendar.	2	\$1,115.00
11944M		1.5	\$637.50
Application showing the most fuel-efficient and fastest route to a desired destination.	UX/UI design edits for application, graphics, and videos for advertising posts.	1.5	\$637.50
11880Y		0.5	\$13,642.50
In-application music discovery competitions that reward listeners for competing and discovering new music.	Product front end updates.	0.5	\$7,312.50
	Product front end updates.	0.5	\$6,330.00
11850		1	\$2,009.00
A cloud based robo-advisory platform for commodity hedging.	Assist client with agreements with insurers.	1	\$343.00
	Assist client with agreements with insurers.	1	\$294.00
	Assist client with agreements with insurers.	1	\$1,372.00
11801MU		17.5	\$1,750.00
A machine-learning algorithm based on parcel data, historical records, and other data sources to predict service line materials.	UX design work.	17.5	\$1,125.00
	UX design work.	17.5	\$625.00
11791U		1	\$977.50
Addresses disruptive CO2 emissions convert into hydrocarbon fuels.	U-M license agreement and preparation for equity financing.	1	\$977.50
11540MU		2	\$579.40
Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	Accounting help and training.	2	\$59.00
	Accounting help and training.	2	\$291.15
	Accounting help and training.	2	\$229.25
11353		1	\$2,490.00

Description	Opportunity Description	FTE's	Billed Support
Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	Fluidic decoder and data visualization.	1	\$2,490.00
11212Y		4	\$5,775.00
A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	Set-up CRM and create digital sales materials.	4	\$5,775.00
11147		1.5	\$4,500.00
Autonomous drone designed to find a person overboard and to let them know that help is coming.	Legal services - patent filing.	1.5	\$4,500.00
11110U		5.8	\$1,753.75
Web-based software package that allows patients to complete their personal and family history at home.	Legal services, cap table, options set-up, advisor agreements, financing prep.	5.8	\$1,753.75
10191U		2	\$8,500.00
Wireless link that offers fiber-like speeds for the back haul and last-mile connection in the network.	Review current patent applications of the client and provide IP strategy consulting as needed, provide patent preparation and prosecution for the client, and provide legal services for IP aspects of contractual transactions of the client.	2	\$8,500.00
0585		4	\$4,560.00
Software development with biostatistics and spatial epidemiology.	Website design and updates.	4	\$2,400.00
	Website design and updates.	4	\$1,560.00
	Website design and updates.	4	\$600.00
Total (92 records) (M=8, Y=7, U=13)		158.8	\$236,251.79

Talent Programs

Entrepreneur-In-Residence Program

This quarter, 21 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	Description	FTE's	Billed Support
15264	A creator financing and NFT marketplace.	4	\$10,000.00
11661M	Industry 4.0, smart inspection for manufacturing.	2	\$3,487.50
11979	A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	2	\$135.00
585	Software development with biostatistics and spatial epidemiology.	4	\$5,750.00
11801U	A machine-learning algorithm based on parcel data, historical records, and other data sources to predict service line materials.	18.5	\$7,500.00
8769	Automated legal document generation software.	1	\$6,000.00

Uniq ID	Description	FTE's	Billed Support
11859	Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	2	\$4,000.00
15282Y	A digital identity and vital information storage and exchange platform.	3	\$1,200.00
7938	Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	3	\$7,500.00
15410M	An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	1	\$8,662.50
15335U	A frontline psychoeducation program for pregnancy and early parenting.	2	\$450.00
8366UY	Physiological performance data analytics company.	2.5	\$150.00
15241	A platform that utilizes biosignals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.	4	\$7,500.00
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	3	\$1,750.00
14712	Automatically adjusting the flow of oxygen to patients using a closed-loop system that delivers precisely the right amount of oxygen based on the patient's real-time bio-metric and activity data.	2	\$8,000.00
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	6	\$1,850.00
14242U	A cloud-based computational teaching and learning platform.	2	\$3,000.00
11988	Scalable smart camera system that captures all objects in any sports scene, including players and officials, from multiple points of view including 3-D motion.	1	\$16,062.50
15339	A disruptive process which will revolutionize and cause standardization of Traumatic Brain Injury (TBI) diagnosis and treatment.	1	\$800.00
12109	A marketing company that offers software as a service to facilitate the exchange of ideas and products through relationships.	2	\$1,000.00
7131	An education and evaluation application to reduce high diagnostic error rates.	1.5	\$4,500.00
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	3	\$8,160.00
11850	A cloud based robo-advisory platform for commodity hedging.	1	\$2,000.00
Total (23 Companies M=3, Y=2, U=4)		71.5	\$109,457.50

Intern Matching Funds Program

The Ann Arbor SPARK internship program provides up to \$3,000 of matching funds to a qualified, growing company to support a three-month intern. This frees up additional funds for other purposes and provides a de-risked way to try out a potential permanent addition to the team - an opportunity that is invaluable during the pivotal period of initial hires. Often the talent is retained at the company after the matched period ends. Special consideration is given to applicants who are considering moving to Ann Arbor and Ypsilanti from another tech hub or have skillsets in high demand. While originally conceived as a summer program, it continues to meet the needs of startups year-round. Any amount invoiced or billed above the matching amount is paid in part by the client.

Uniq ID	Description	FTE's	Billed Support
14747	A video game advertising agency that helps businesses and brands promote their products.	3	\$1,025.73
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	3	\$1,104.03
13622	Creation of gaming software and merchandise for female audiences.	3	\$4,300.70

Uniq ID	Description	FTE's	Billed Support
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	2	\$1,979.20
11708	An automation software company that has software algorithm that doubles the speed of 3-D printers via vibration compensation.	2	\$800.00
8332	A platform high-brightness dye technology for leading biomedical applications.	8	\$5,543.64
Total (6 Records)		21	\$14,753.30

Digital Engagement Clinic

Uniq ID	Description	FTE's	Billed Support
14816	The Digital Engagement Clinic at EMU (interns employed directly by the Clinic).	0	\$5,152.14
7885	Mobile and web-based applications providing on-demand lawn care and snow removal services.	7	\$313.20
7375	Mobile app for tracking and analyzing pain data.	4	\$745.26
Total (4 Companies)		11	\$6,210.60

Boot Camp

Uniq ID	Description	FTE's
15255	Digitization of an existing professional internal auditing methodology.	2
15288	An app aiming to create a life free from sexually transmitted infections.	1
15314	Leverages drone technology for clients.	1
15326	Digital fitness technology that relies on data analytics process flows.	1.5
15378	A company that provides a robotics platform for autonomous mobility solutions in a variety of industries.	0.5
15407	Real space-time communication through location beacons allows a new user experience, as well as a new capability for any business or government to reach the right customers at the right place at the right time.	1
15408	A portable document and photo scanner.	1
15410	An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	1
16183	Linking NFTs to physical objects.	3
16241	Investment app to help young adults to start investing to achieve their financial goals.	1
16251	Modular hardware platforms robotics and AV companies to run delivery services.	3
7282	A Think-Work-Together platform.	2
Grand Total (12 Records)		18

SPARK Central Innovation Center

Lower Level

Incubator clients are charged a license fee per seat, or person(s) using the space. Exit dates may have passed as some clients have a month-to-month arrangement.

Virtual Clients

The Virtual Client program at SPARK Central is ideal for those who need drop-in co-working space and amenities at an affordable rate, with month-to-month terms. Some examples are the earliest “investigative stage” founders looking to network and validate their concept, companies at a later stage of growth who want to remain plugged into the core of the entrepreneurial community, or community partners who leverage the location and flexibility this option allows.

Third Floor

The third-floor incubator space is composed of a shared open office environment and two smaller offices complete with a kitchen, conference rooms, phone booths, and controlled entry. Due to the open layout of the space, clients are free to expand as needed while “seats” only correspond to their billed rate. This model is designed for the stage of company building their strategy, product, and team after attaining investment or revenue.

Fourth Floor

The 6,000 square foot space is ideal for growth stage companies that are either grown in-house or moving to the area. This workspace has space for over 60 people.

SPARK East Innovation Center

Virtual Clients

The Virtual Client program at SPARK East is ideal for those who need drop-in co-working space and amenities at an affordable rate, with month-to-month terms. Some examples are the earliest “investigative stage” founders looking to network and validate their concept, companies at a later stage of growth who want to remain plugged into the core of the entrepreneurial community, or mission-aligned community partners who leverage the location and flexibility this option allows.

Seated Clients

Incubator clients at SPARK East have designated workspaces, 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	Description	Start Date	Exit Date	Seats	FTE's
SPARK Central - Lower Level: Designated Desk				6	18
15386	Safe battery collection, transport, and storage for highly combustible batteries.	10/11/21	4/11/22	1	2
11865	Advertising technology platform that makes local advertising faster, less expensive, and more accountable.	10/8/21	4/9/22	1	2

Uniq ID	Description	Start Date	Exit Date	Seats	FTE's
12128	An artificial intelligence software platform that uses real-time in the catheterization lab to process conventional angiograms and automate a quantitative clinical assessment of coronary artery disease (CAD) patients.	7/26/21	7/26/22	1	4
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	2/1/21	1/31/22	1	1
11541	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	2/1/21	1/31/22	1	3
11701	Mobile application for autonomous vehicles and pedestrians to help avoid collisions.	1/26/21	10/7/21	1	6
SPARK Central - Lower Level: Flex Desk				8	47.5
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	12/2/21	12/2/22	1	9.5
11635	A one-stop shop where customers can purchase all of their nightlife products in one place.	11/13/21	5/13/22	2	15
8419	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	11/5/21	5/5/22	1	6
14698	A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience.	10/21/21	4/20/22	1	3
12179	Allows enterprises to move data around with complex rules and engineers.	6/15/21	6/15/22	1	1
7336	Supply chain software.	10/1/20	4/30/21	1	10
11900	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	5/4/20	11/4/20	1	3
SPARK Central - Lower Level: Virtual Desk				0	308
16295	A computer program (Cellular Automata model, or CA model) to predict the microstructure and properties of the printed metal parts based on the material chemical compositions and additive manufacturing processing parameters.	12/13/21	12/13/22	-	0
16274	An augmented reality multimedia hardware and software package designed and patented for patient safety.	11/23/21	5/23/22	-	3
14242	A cloud-based computational teaching and learning platform.	11/23/21	5/23/22	-	2
16241	Investment app to help young adults to start investing to achieve their financial goals.	11/4/21	5/4/22	-	1
12937	A self-sanitizing door handle by ultraviolet (UV) light.	11/3/21	5/3/22	-	3
12260	To reduce medical supply surplus by providing end-to-end supply tracking and management solutions.	10/25/21	4/25/22	-	2.5
16184	A means of improving oral care compliance in mechanically ventilated patients in order to reduce the real-world rates of ventilator associated pneumonia.	10/21/21	4/21/22	-	1.5
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	10/8/21	10/8/22	-	3
16143	A company that holds the exclusive license to commercialize a novel compound preventing brain cell destruction from BAP.	9/27/21	3/27/22	-	7
14774	Solar modules for low-speed electric vehicles.	9/15/21	10/15/21	-	1.5
12911	Works with organization's cross-functional leadership teams to translate existing (or enhanced) data, insights, and institutional knowledge into a readily actionable experience design strategy that unleashes new sources of revenue in both the near- and longer-term.	9/14/21	9/14/22	-	1

Uniq ID	Description	Start Date	Exit Date	Seats	FTE's
8609	Quotation Lifecycle Management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	9/14/21	9/14/22	-	4
12842	Last mile robot delivery solutions.	9/9/21	3/9/22	-	4
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	9/1/21	12/1/21	-	3
11540	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	8/28/21	8/28/22	-	2
15378	A company that provides a robotics platform for autonomous mobility solutions in a variety of industries.	8/23/21	2/23/22	-	0.5
15389	A pay-it-forward system to purchase gifts of cheer for their friends and family.	8/19/21	8/19/22	-	4
14712	Automatically adjusting the flow of oxygen to patients using a closed-loop system that delivers precisely the right amount of oxygen based on the patient's real-time bio-metric and activity data.	8/6/21	2/6/22	-	2
15352	A venture capital firm.	8/4/21	8/4/22	-	1
15264	A creator financing and NFT marketplace.	7/15/21	1/15/22	-	4
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	6/21/21	6/21/22	-	2.5
0585	Software development with biostatistics and spatial epidemiology.	6/16/21	12/16/21	-	4
15241	A platform that utilizes biosignals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.	6/1/21	12/1/21	-	4
15255	Digitization of an existing professional internal auditing methodology.	5/27/21	11/27/21	-	2
15179	Capital and technology enabled platform that will aid tenants, help them preserve their capital, and win landlords more lease deals.	4/26/21	4/26/22	-	2
15159	Helps healthcare companies know what germs are growing in their clinical environments.	4/26/21	10/26/21	-	1
11324	Human behavior prediction using artificial intelligence.	4/9/21	10/9/21	-	3.5
15107	An application for peer-to-peer tool and equipment rentals.	4/9/21	4/9/22	-	2
6835	Combustion cycle and injection technology.	4/1/21	4/1/22	-	30
14829	Training tool for medical purposes.	4/1/21	10/1/21	-	1
14794	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	3/18/21	9/17/21	-	1
11966	Accurately putt using this golf putting aide technology.	2/24/21	8/24/21	-	2
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers.	2/17/21	8/17/21	-	1
11105	Do it yourself financial planning in a digital platform.	2/16/21	6/30/22	-	4
11895	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements, and collaborate with suppliers in a single platform.	2/16/21	8/16/21	-	2.5
8122	Platform for pharmacies and physician offices to source prescription drugs.	2/16/21	2/16/24	-	2
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	2/16/21	2/16/22	-	2
12129	Uses data signals and historical patterns to provide a high accuracy labor demand forecast and prescribe optimized scheduling to yield reduced labor expense without compromising service quality.	2/15/21	2/15/22	-	2.5

Uniq ID	Description	Start Date	Exit Date	Seats	FTE's
8323	System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	2/15/21	8/15/21	-	1
11850	A cloud based robo-advisory platform for commodity hedging.	2/15/21	2/15/22	-	1
7723	A research and consulting firm focused on transportation and sustainability.	2/15/21	2/15/22	-	1
8769	Automated legal document generation software.	2/15/21	2/15/22	-	1
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	10/21/20	4/20/21	-	3
7131	An education and evaluation application to reduce high diagnostic error rates.	10/20/20	4/19/21	-	1.5
14252	High-definition maps for simulation.	10/20/20	4/19/21	-	25
11951	A computer vision platform tool that error-proofs manufacturing processes and tracks body posture and movement to give assembly operators real-time feedback.	10/19/20	4/18/21	-	9
13680	A centralized portal for individuals to action their rights and view the locations in which personal data has been provided to companies.	8/27/20	2/26/21	-	6
11483	End-to-end e-commerce platform empowering social influencers to take their brand to the next level by creating, marketing, and selling exclusively designed products to enable conversion of their loyal and engaged followers and monetize them into customers.	8/10/20	2/9/21	-	1
11806	Powerful diagnostic test for prostate cancer that measures levels T2:ERG and PCA3 in urine.	7/31/20	1/30/21	-	117
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	7/29/20	1/28/21	-	2
11373	Software development studio with a focus on digital games, entertainment, and tools.	7/29/20	1/28/21	-	0
12190	Makes control data easy and accessible to build predictive economic models.	5/19/20	11/18/20	-	1
12070	An automotive clean-tech company from Finland that designs, manufactures, and sells technology that enables the use of biofuel in gasoline and hybrid vehicles and other machinery.	5/1/20	11/30/20	-	1
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	2/1/20	7/31/20	-	2.5
11918	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	11/7/19	5/6/20	-	2
7982	Drug discovery SaaS product.	1/1/19	6/30/19	-	4
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	3/1/18	2/14/21	-	1
8774	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	1/15/18	7/16/18	-	2
8591	Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence (WPV) prevention and active shooter preparedness.	7/19/17	1/18/18	-	2
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/17	7/15/18	-	3
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	-	2
SPARK Central - Lower Level: Suite				8	9
2203	Online furniture inventory management that allows targeted retailer interaction.	10/1/19	12/31/21	8	9

Uniq ID	Description	Start Date	Exit Date	Seats	FTE's
SPARK Central - 3rd Floor: Suite				6	8
8806	Turnkey passive home entry module.	10/1/19	9/30/21	6	8
SPARK Central - 4th Floor: Designated Desk				6	19
4803	An intuitive integrated display that retrieves medical data.	9/14/21	9/14/22	1	6
8050	Employee engagement SaaS app.	7/22/20	1/21/21	4	12
11476	Postmodern enterprise resource planning (ERP), enabling businesses to run more efficiently and eliminate wasteful activities.	3/18/20	9/18/20	1	1
SPARK Central - 4th Floor: Virtual Desk				0	43
15196	A children's app aimed at fostering social and emotional intelligence to 3 to 7-year-olds in the U.S.	5/20/21	11/20/21	-	3
11960	Background check for customers who use online services.	4/12/21	10/12/21	-	2.5
15113	Electric bike manufacturer.	4/1/21	10/1/21	-	1
15090	Digital health and education company with a proven program to reduce weight and thus improved non-alcoholic fatty liver disease (NAFLD) for its members.	3/11/21	9/10/21	-	4
8543	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	1/22/21	7/21/21	-	4
14691	A material innovation company supplying industrial hemp to the automotive plastics market.	1/11/21	7/10/21	-	5
8189	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	1/1/21	6/30/21	-	9
11893	Developing a level 4 autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet.	12/1/20	5/31/21	-	2
11691	Focus on bringing the therapeutic benefits of nitric oxide to market.	11/6/20	5/5/21	-	11.5
6407	Home care assistant services for household duties to light non-medical personal care applicants.	6/26/20	12/25/20	-	1
SPARK East: Designated Desk				1	2
8912	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	7/17/19	9/1/21	1	2
SPARK East: Flex Desk				5	23.5
7591	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	12/8/21	6/8/22	2	13
15281	Automated small to medium business loan approval process to accelerate loan approval.	7/22/21	1/22/22	1	4.5
8636	Guided meditation and respiratory biofeedback application.	2/16/21	8/16/21	1	2
8255	Communications software for business-to-business or business-to-consumer.	2/15/21	2/15/22	1	4
SPARK East: Virtual Desk				0	51.5
16236	On demand freight forwarding and transit services.	10/25/21	4/25/22	-	1
15408	A portable document and photo scanner.	9/7/21	3/7/22	-	1
15282	A digital identity and vital information storage and exchange platform.	7/7/21	1/7/22	-	3
12902	A drug formulation to help chronic kidney disease patients.	7/1/21	7/1/22	-	2
8457	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	3/23/21	3/23/22	-	3
11252	Two wheeled 'series hybrid' for developing markets.	2/18/21	2/18/22	-	1
7531	Lactation simulation model and a breastfeeding education application.	2/17/21	2/17/22	-	0

Uniq ID	Description	Start Date	Exit Date	Seats	FTE's
11880	In-application music discovery competitions that reward listeners for competing and discovering new music.	2/16/21	2/16/22	-	0.5
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	2/16/21	2/16/22	-	5
11985	Self-contained, pre-engineered, and pre-configured, mobile solar nano grids with a variety of solutions inside the Nano grid.	2/15/21	2/15/22	-	10
8132	DNA and bioinformatics analysis and collaboration platform.	2/15/21	2/15/22	-	1
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2/12/21	8/11/21	-	3
14668	Plant-based braiding hair designed to reduce irritation and pollution from synthetic braiding hair.	1/20/21	7/18/21	-	2
11953	Test technology for color measurement in paint for quality control.	1/1/21	6/30/21	-	1
14226	Web application that tailors to companies in search of qualified technology-based suppliers.	9/18/20	3/17/21	-	1
13624	An application that brings price transparency to the liquor industry.	8/24/20	2/23/21	-	2
12929	A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto businesses to share their cars, passion, auto skills, or expertise with guests.	8/24/20	2/23/21	-	1
12884	Eco-friendly prescription medication bottle manufacturing.	8/6/20	2/5/21	-	2
12857	Matches technologists and organizations in need of technological assistance creating projects.	8/3/20	2/2/21	-	1.5
11967	Enhance the investment performance of institutional investors through the best execution of securities finance.	5/1/20	11/1/20	-	1
11831	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/19	10/31/20	-	1
8366	Physiological performance data analytics company.	10/10/19	1/9/20	-	2.5
11606	An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	5/1/19	11/1/19	-	3
3549	Disposable patient lifting system.	9/7/10	3/31/16	-	3
SPARK East: Suite				7	7
1782	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	3/15/19	3/15/24	7	7
Total (119 Records)				49	536.5

Hosted Networking and Educational Events

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

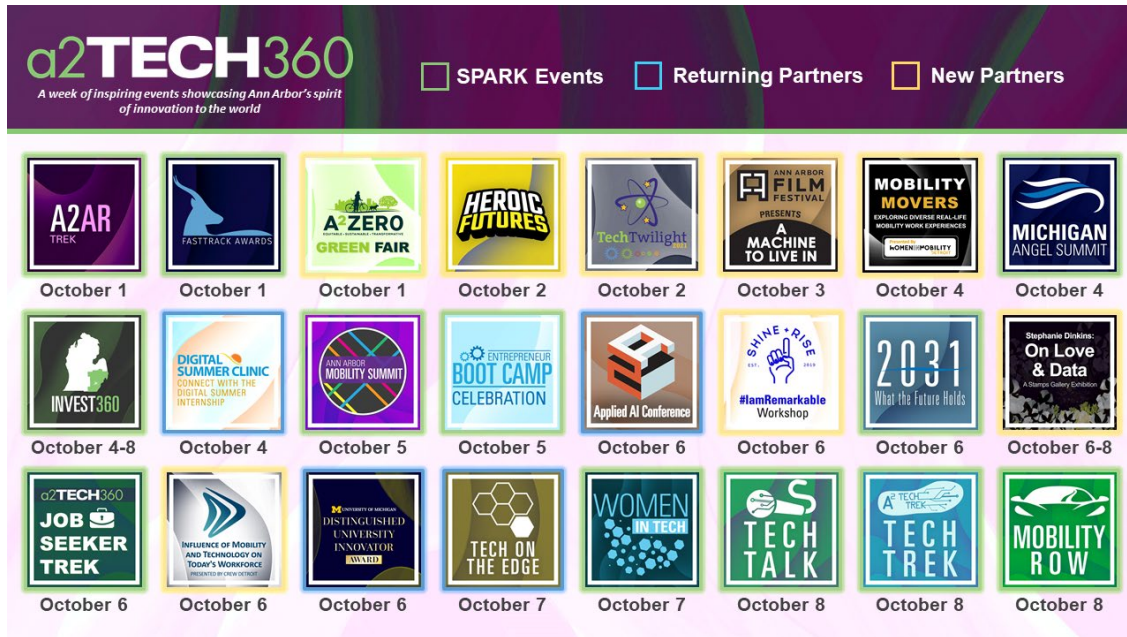
Event Date	Event Name	Attendees	Event Description
10/1/21	FastTrack Awards	196	The annual FastTrack Awards, hosted by Ann Arbor SPARK, honoring fast-growing 'gazelle' companies headquartered in Washtenaw and Livingston counties.

Event Date	Event Name	Attendees	Event Description
10/4/21	Michigan Angel Summit	148	The Michigan Angel Summit is the opportunity to hear about that activity and also to learn about how angel investing works, both for early-stage companies as well as people interested in learning about why it's an attractive investment activity.
10/4/21	Invest360: Investor Showcase Information Technology	45	Invest360 leverages regional strengths in information technology, mobility, and healthcare and provides exposure to a curated group of companies to the greater investor community
10/5/21	Invest360: Investor Showcase Mobility	56	Invest360 leverages regional strengths in information technology, mobility, and healthcare and provides exposure to a curated group of companies to the greater investor community.
10/7/21	Invest360 Investor Showcase Healthcare	67	Invest360 leverages regional strengths in information technology, mobility, and healthcare and provides exposure to a curated group of companies to the greater investor community.
10/5/21	Ann Arbor Mobility Summit	150	Emerging from this vibrant collection of mobility leadership is the fourth annual Ann Arbor Mobility Summit, where visionaries from across the globe gather virtually to share, learn, and inspire.
10/5/21	Entrepreneur Boot Camp Celebration	143	Join this program to celebrate the evolution of our current Boot Camp entrepreneurs as they virtually present their journey with you and our illustrious panel.
10/6/21	2031: What the Future Holds	291	Join Ann Arbor SPARK and the University of Michigan Office of Tech Transfer for an insightful tech forecast as global thought leaders discuss trends and revolutionary products in healthcare, IoT, AR/VR, mobility, and other driving industries that have a foothold in the region.
10/7/21	Women in Tech	385	This program positions established or climbing women in the tech field to create effective and warranted disruption to their industry by addressing gender bias, pay inequality, and overcoming adversity.
10/8/21	Tech Talk	553	Tech Talk features inspiring TED-style talks by leading innovators in their respective fields.
10/8/21	A2 Tech Trek	979	In this event presented by Ann Arbor SPARK, connect firsthand with leading tech companies disrupting industries and redefining innovation.
10/8/21	Mobility Row	979	In this event presented by Ann Arbor SPARK, witness the future of connected and autonomous vehicles plus mobility implementation.
10/12/21	ACE Webinar Money and Marketing	11	This event to discover practical ways to maximize a business's marketing budget beyond social media posts.
10/19/21	ACE Webinar Creating a Culture of Innovation	6	This class will cover creating a culture of innovation across the organization to help a new business differentiate itself and make it a fresher startup to potential customers, investors, and more.
10/26/21	ACE Webinar It's a New Cyberworld. Is Your Company Prepared?	8	Cybersecurity as an essential need for a company by translating IT risks into business risks and providing meaningful insight that improves small business security.

Event Date	Event Name	Attendees	Event Description
11/9/21	ACE Webinar Attracting and Selling to Clients - Defining Your Buyer and Their Journey	18	This event is tailored for early-stage tech founders, players (investors, consultants, educators etc.) in the tech start-up ecosystem, students interested in entrepreneurship, and anyone else who wants to learn more about what it takes to commercialize an advanced technology start-up.
11/10/21	Invest 2021: Inpact Investing and Company Growth	22	In this event, panelists will discuss what it is, what it means, how to find good opportunities, and ways to make such investments.
11/11/21	A2Mobility Tech Meetup Interplai: Forging Path for Efficient Autonomous Fleet Delivery	51	Local startup Interplai takes a systems approach that uses AI to both design a multi-robot system (MRS) that operates delivery robots on sidewalks and pedestrian areas, and to create a logistics software that solves the hard problem of optimizing the system's operation.
11/16/21	ACE Webinar Leading Through Crisis	7	Presenters Shannon LaBruyere and Luisa Recchia will discuss how to not only lead through crisis and times of difficulty, but how to flip the script and turn adversity into an advantage.
11/30/21	ACE Webinar Slaying Goliath - Taking On a Big Competitor	15	This class will explore concepts that must be understood and implemented in order to "Slay a Market Goliath" or the established competitor or alternative.
12/6/21	ACE Webinar Creating a 100-Year Friend: Relationship-Focused Sales Approach for Your Business	21	Join consultant Patricia Berry in this session to explore each business's own unique style and develop some approaches to put it into practice quickly and effectively.
12/8/21	Virtual Tech Homecoming	219	The goal of Virtual Tech Homecoming is to connect talented professionals with Ann Arbor and its vibrant tech ecosystem, which has produced hundreds of startups and billions in enterprise value in the past five years.
12/9/21	SPARK.ed Prenuptial Patenting: Responsible Engagement with Engineering Firms	11	In this talk, presenter Ashley Sloat will discuss everything a startups needs to know before and during the course of engaging with an engineering firm. She will cover IP ownership, assignment from engineering firm inventors back to a business, and how to avoid the traps of viral IP.
Total (23 Events)		4,381	

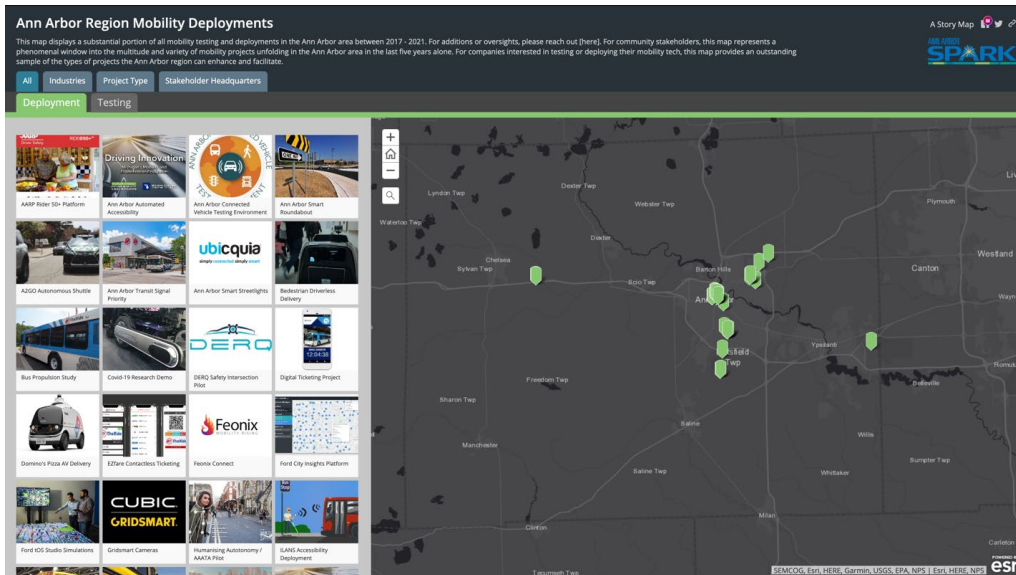
A2Tech360

Our week-long celebration of the Ann Arbor region’s dynamic, growing, and innovating tech ecosystem from September 18 – 25. For the entire week there were nearly 5,000 registrations from 23 states and nine countries for 24 events.



Mobility Interactive Map

The Ann Arbor Living Lab: [Interactive Project Map](#), which went live in November 2021, showcases more than 50 projects that includes publicly announced multi-stakeholder mobility deployments and grant-funded testing within the region. It offers a window into the multitude and variety of mobility projects unfolding in the Ann Arbor area in the last five years alone. This robust activity is a testament to the innovative spirit of the companies located here and the level of acceptance and enthusiasm the Ann Arbor community and the public sector has for innovation. [This blog](#) outlines how this map can be useful for companies and partners in the community. To recommend additional projects or make changes to existing data, [review selection criteria and submit this form](#).



Microloans

Number of loans currently outstanding:	9
Current total loan amount outstanding	\$401,190.40
Loan amounts repaid this fiscal year	\$36,000
Loans written off this fiscal year	\$15,000
Cumulative Jobs retained	98
Cumulative net Jobs created	277
Payment made back to LDFA this fiscal year	\$0
Current balance of the microloan account	\$58,500.90

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	Investor Organization Name	Total Amount (\$)
Venture Capital		\$135,580,000
7448	Insight Partners, CVS Health Ventures, FirstMark Capital, BCBS Venture Fund and 3L Capital.	\$118,000,000
7032	Beringea, Michigan Rise, and the University of Michigan and others	\$17,500,000
7796	Emerging Ventures	\$80,000
Angel		\$300,000
9923	-	\$300,000
SBIR/STTR		\$1,700,000
0585	Department of Health and Human Services.	\$1,700,000
Founder/Insider		\$35,000
11541	Owner Investment	\$35,000
Corporate/University/Foundation		\$87,600
12090	Paycheck Protection Program - Small Business Administration	\$20,800
11110	Paycheck Protection Program - Small Business Administration	\$66,800
Grand Total (8 Records)		\$137,702,600

Software

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

1. **Zendesk:** \$1,125.00 (\$375.00/month) – Customer experience tool to help manage the incubators.
2. **DocuSign:** \$3,924.72 - Document and signature management software to expedite operations.





Total: \$5,049.72

Integrated Marketing Plan



Marketing Performance Metrics | Q2

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 21 – 22, Q2	Compared to Last Quarter	Compared to Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	64,454	- 34%	-3%
Video Views 	Video views on multiple platforms to reach wider audiences.	102,493	- 34%	-43%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	1,637,869	- 51%	+ 30%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	143,283	- 43%	-22%



SPARK Events



tech home coming

CONNECT WITH COMPANIES HIRING IN THE ANN ARBOR REGION.

VIRTUAL EVENT

12.8.21
4 PM - 7 PM

REGISTER NOW

The poster has a dark purple background. It features the text 'tech home coming' in a stylized font, followed by 'CONNECT WITH COMPANIES HIRING IN THE ANN ARBOR REGION.' Below that is a 'VIRTUAL EVENT' badge, a laptop icon with a person, the date '12.8.21' and time '4 PM - 7 PM', and a 'REGISTER NOW' button at the bottom.

YPSI 9TH HOUR

NETWORK
SOCIALIZE
UNWIND

ON THE THIRD THURSDAY OF EACH MONTH FROM 5 - 7 P.M.

SPONSORED BY
ANN ARBOR SPARK
FIRST INDUSTRY CENTER

REGISTER NOW

HOSTED BY
THE BACK OFFICE STUDIO
13 N WASHINGTON ST,
YPSILANTI, MI 48197

The poster has a dark background with pink and purple accents. It features the text 'YPSI 9TH HOUR' in large letters, followed by 'NETWORK SOCIALIZE UNWIND'. Below that is 'ON THE THIRD THURSDAY OF EACH MONTH FROM 5 - 7 P.M.', 'SPONSORED BY ANN ARBOR SPARK FIRST INDUSTRY CENTER', and a 'REGISTER NOW' button. At the bottom, it says 'HOSTED BY THE BACK OFFICE STUDIO 13 N WASHINGTON ST, YPSILANTI, MI 48197'.

ACE

ACCELERATING
COMPANY
EXCELLENCE

ONGOING EDUCATION
FOR SMALL BUSINESSES

REGISTER NOW

BROUGHT TO YOU BY
ANN ARBOR SPARK

The poster has a white background with green and blue accents. It features the text 'ACE' in large letters, followed by 'ACCELERATING COMPANY EXCELLENCE', 'ONGOING EDUCATION FOR SMALL BUSINESSES', and a 'REGISTER NOW' button. At the bottom, it says 'BROUGHT TO YOU BY ANN ARBOR SPARK'.



Inclusive Workplace Series

Guidance for growing companies in the greater Ann Arbor region

Inclusive Workplace Series

Overview and Schedule

“The Inclusive Workplace Series is designed to help early-stage businesses incorporate DEI principles into their company culture and practices from the start, so that they are part of standard operations as they grow. The more that DEI is reflected within our business community, the more successful we will be in attracting and retaining both job seekers and companies looking to start and grow here.”

INCLUSIVE WORKPLACE SERIES SCHEDULE

SESSION	DATE
DEI Awareness	January 19
Unconscious Bias Training	January 26
Navigating Workplace Harassment	February 9
Intro to Building a Diverse Workplace	February 16
Cultural Competency	February 23
DEI Awareness	March 9
Unconscious Bias Training	March 16
Navigating Workplace Harassment	March 23
Intro to Building a Diverse Workplace	April 13
Cultural Competency	April 20
DEI Awareness	April 27
Unconscious Bias Training	May 11
Intro to Building a Diverse Workplace	May 18
Navigating Workplace Harassment	May 25
DEI Awareness	June 8
Unconscious Bias Training	June 15
Intro to Building a Diverse Workplace	June 22
Navigating Workplace Harassment	June 29

Strategic Marketing and Communication Services

The newest addition to the SPARK services for our clients is strategic marketing and communication services. This is an in-house marketing strategy and service for our clients through the LDFA, dedicated to helping clients effectively reach their target audience. A few of the services offered through this expansion are strategy and planning, market targeting, support, and advice on the execution of specific tactics, and connecting clients to additional community resources. This quarter there were a total of 48 sessions with 17 companies, 1 of them were new marketing clients.

Uniq ID	Marketing Strategy Type	New Company	Sessions
11701	Marketing needs assessment, strategic marketing session		2
15259	Strategic marketing session, marketing referral		4
8255	Strategic marketing session		2
7591	Marketing referral		1
11979	Marketing referral		1
14814	Content development; strategic marketing session		6
14698	Strategic marketing session		1
15388	Marketing referral		1
15386	Strategic marketing session		1
15281	Content development, strategic marketing session, content review and edits		7
8457	Strategic marketing session		3
3955	Marketing referral		1
11967	Marketing referral		1
15288	Strategic marketing session		1
8777	Content review and edits; strategic marketing session		1
6977	Strategic marketing session, content review and edits		8
16171	Marketing needs assessment, strategic marketing session, content development, marketing referral	1	7
Total (17 Companies)		1	48

Lenawee Now

Our satellite accelerator Lenawee NOW located in Adrian, Michigan has been included on Ann Arbor SPARK's 15-year LDFA extension as a SmartZone. Their office is involved in SPARK's entrepreneur services weekly pipeline meeting, Boot Camp, MEDC gateway, and our services as a whole. The following are a few takeaways from their performance over the last quarter:

Business Accelerator Intake [Phase I]

10 Total requests received
9 Requests non-tech
1 Qualified lead referred to Lenawee Now

Company Created

Magnetic closure device company

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

None during this quarter.

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

None during this quarter.

Talent Programs

Lenawee Now does not have an official EIR program but utilizes the members of our LION fund to assess early-stage projects.

Lenawee Now does not have an Intern Matching Funds program.

Hosted Events

0 Events during this quarter

Capital Raised

Lenawee Now's portfolio companies did not raise any capital private capital this quarter.

Methodology

Jobs Created: 1

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.

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.