LDFA REPORT 2024 - 2025
ANN ARBOR/YPSILANTI SMARTZONE

Q2

216 COMPANIES SERVED

98 JOBS CREATED

22 COMPANIES CREATED

$3.1M FUNDS RAISED
INVESTMENTS & GRANTS

$631K
DIRECT SUPPORT

ANN ARBOR
SPARK

Ann Arbor SPARK will advance the economy of the Ann Arbor region by establishing it as a desired place for innovation, business location and growth, and for talented people to live and work. The Ann Arbor region will be recognized for its academic, business, and community resources, and its collaborative culture. For more information visit: www.annarborusa.org
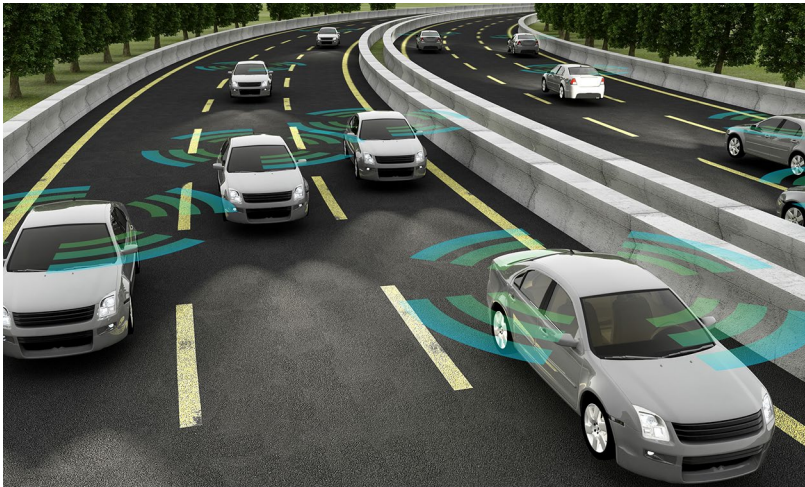
SPARK Clients named to Forbes '30 Under 30' list

A group of University of Michigan seniors who developed a popular app that's sweeping across colleges nationwide have been named to Forbes' 2025 "30 Under 30" list. MeetYourClass is an app designed to help incoming college students connect with one another and find friends or roommates before arriving on campus. It has grown to roughly 450,000 users at over 1,000 colleges and is beginning to partner with colleges as a tool to combat declining enrollment. Now, the app's developers are being recognized among the nation's youngest influential entrepreneurs, artists, celebrities and more. The founders have made it onto Forbes' 30 Under 30 education list, which was released in early December. MeetYourClass's growth has been catalyzed by LDFA services including LDFA Intern Support, DEC Intern support, strategic marketing consulting and Phase III grants that truly enabled the company to hit the ground running.
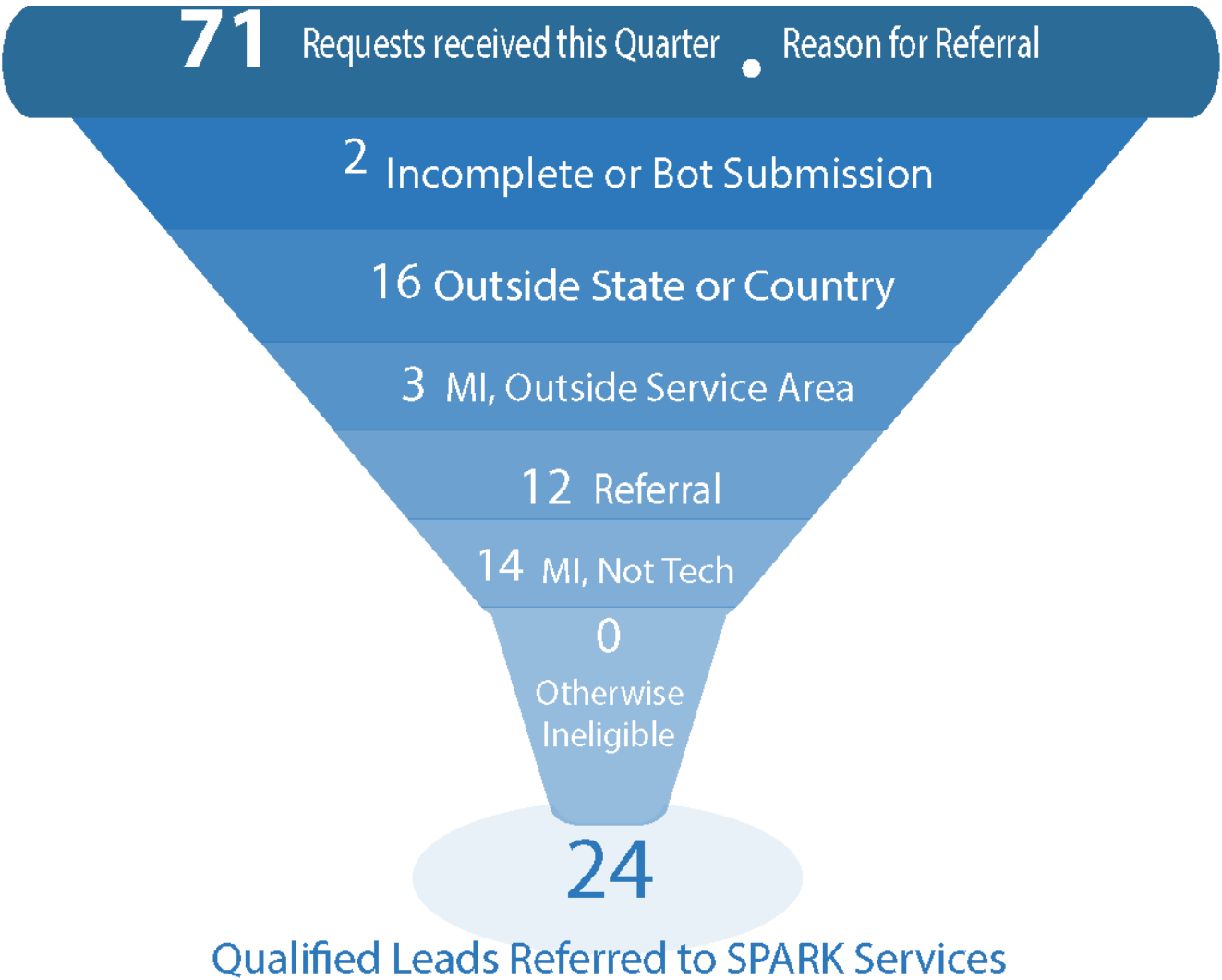Credit: MLive.com

Interplai Awarded Implementation Grant by Toyota Mobility Foundation under the Million Global Clean Freight Challenge

Interplai, a SPARK client since 2020, has been awarded $50,000 to implement their novel route optimization software in Detroit's Eastern Market. This two-stage, three-year $9 million global initiative, launched in May 2024, attracted 72 submissions from around the world. Interplai, an entrepreneurial services client of Ann Arbor SPARK, has leveraged a range of resources to accelerate its growth and has enabled the company to obtain business throughout the state of Michigan. Through SPARK's support, Interplai has benefited from digital marketing interns who enhanced its online presence, business consulting to refine strategies, assistance in securing office space, and access to expert consultants for patent searches, drafting, and market research. These tailored services have been instrumental in advancing Interplai's innovative solutions and positioning the company for long-term success. Interplai exemplifies the groundbreaking innovations emerging from Ann Arbor, driving significant impact across Michigan and beyond.

Ann Arbor-Ypsilanti SmartZone

Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: October 1, 2024 – December 31, 2024

71 Requests received this Quarter . Reason for Referral

2 Incomplete or Bot Submission

16 Outside State or Country

3 MI, Outside Service Area

12 Referral

14 MI, Not Tech

0 Otherwise Ineligible

24

Qualified Leads Referred to SPARK Services

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
     P = Pending Service - Companies that SPARK has provided consulting services for but has yet done a
     formal engagement with (i.e., BA Grant, EIR, Intern, Incubator, BootCamp, etc.).

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

Uniq ID	Description
17788	Developing a device that allows customers to pull their sacrum back into its healthy position via a 3D print piece. This solves a common ergonomic issue.
17408	Helps customers secure their cloud applications and services by discovering their attack surface, visualizing relationships between critical resources and the attack pathways (attack path modeling), and helping prioritize and automate their defense to the growing surface of cloud threats.
17522	A software solution to deploy development and test virtual infrastructure.
17457U	Improves election security by offering a major innovation in the way test decks are chosen.
17440	Develops carbon-sequestering technical applications to alleviate environmental stressors from various industries.
17036	A device to capture CO2 emissions from train exhaust.
17871	An innovative solution for individuals facing stability and mobility challenges when getting in and out of vehicles
17598	An online prealgebra skill building program developed in Flint Michigan for students K through adult-ed.
17321Y	A mental health app that offers self-care tools and emotional data analysis, providing personalized mental health support and insights.
17609	An educational video game that teaches anatomy, physiology, and some biochemistry in an integrated and interactive way.
16587	AI-Powered Video Analytics For Manufacturing Plants To improve operational efficiency
17403U	A health education program for patients who have chronic kidney disease and renal dietitians.
17629M	Develops new-age automotive technologies in the suspension & chassis segment tailored to the up and coming EV market.
17049	An educational neuroscience and behavioral design enterprise that creates AI-driven, tactile learning tools to enhance early literacy, social-emotional development, and executive functioning skills.
17486U	Commercializing medicines to treat pancreatic and other cancers.
17644U	Creating a generative AI tool that helps streamline the production of 2D animation.
17416U	Detects manipulated images, audio, and video, including deepfakes, propounding trust in the integrity of the markets where it is deployed.
17368M	Developing a patented driver alerting solution to reduce collisions between vehicles and nearby cyclists, motorcyclists, and scooters.
17669UM	A state-of-the-art simulation toolchain designed to improve the safety performance of autonomous vehicles.
17712	A global, multi-lingual sales enablement platform that supports the healthcare continuum.
17353M	A comprehensive suite of solutions in the electric vehicle (EV) charging industry, consisting of Surge Plug and Surge Trip.
17717M	Designs and builds reliable Battery Energy Storage Systems (BESS) using low-cost, used EV batteries.
Total (22 Companies)	

Business Acceleration

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

Uniq ID	Description	FTEs	Billed Support
17383	Enhancing the performance of AI algorithms.	2	$450.00
17434MU	An efficient autonomous mobility system.	3.5	$500.00
17494	Contractor portal for HVAC contractors.	0	$268.00
17644U	Creating a generative AI tool that helps streamline the production of 2D animation.	8	$1,300.00
Total (4 Companies)		**13.5**	**$2,518.00**

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

Uniq ID	Project Description	FTEs	Billed Support
11147		**4.5**	**$500.00**
Autonomous drone designed to find a person overboard and to let them know that help is coming.	Legal services - IP.	4.5	$500.00
11350M		**12**	**$5,000.00**
Autonomous last mile delivery trailer.	New robot digital animation and integration to [client] customer interfacing App.	12	$5,000.00
11791U		**3**	**$8,725.00**
Addresses disruptive CO2 emissions convert into hydrocarbon fuels.	Website development for seed round	3	$4,325.00
	Website development for seed round	3	$4,400.00
11859		**4**	**$200.00**
Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	Lead generation and social media content.	4	$200.00
11900M		**2.5**	**$23,150.00**
Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	Design and firmware services for fog use case	2.5	$11,680.00
	IP legal services	2.5	$4,150.00
	Design and firmware services for fog use case	2.5	$7,320.00
12030		**25**	**$3,975.41**
English as a Second Language (ESL) educational technology platform that includes business culture training.	website updates and technology updates. The budget will be used to scale MLC's online reach.	25	$3,975.41
12043		**2**	**$3,500.00**
Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	Marketing Package: messaging, review bids & proposals, marketing outreach, marketing plan & strategies, market study & research.	2	$3,500.00
12074		**1**	**$15,000.00**

Uniq ID	Project Description	FTEs	Billed Support
A martech platform built to elevate creators and showcase a brand's purpose authentically through content.	Develop Detailed Wireframes. Design Technology Infrastructure.	1	$10,275.00
	Develop Detailed Wireframes. Design Technology Infrastructure.	1	$4,725.00
12676Y		**3**	**$3,000.00**
Developing flexible sensors.	Website Redesign.	3	$3,000.00
12840MU		**1**	**$2,150.00**
An online peer-to-peer marketplace for parking aimed at solving parking availability and affordability problem on college campuses by using empty driveway space.	Ancillary product feature enhancements	1	$2,150.00
12902Y		**2**	**$7,768.00**
A drug formulation to help chronic kidney disease patients.	Cell culture study.	2	$864.00
	Cell culture study.	2	$6,904.00
14747		**3**	**$7,460.00**
A video game advertising agency that helps businesses and brands promote their products.	Upgrade existing platform with features including real-time bidding, data attribution, and integrated AI.	3	$7,460.00
14794U		**2**	**$9,726.50**
A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	IP legal services	2	$3,666.00
	IP legal services	2	$5,240.50
	Design for manufacturing	2	$820.00
15134U		**3**	**$8,400.00**
Creates a database of indexed video content which allows creation of multiple applications to meet the needs of different content creators, including colleges, universities, government and industry.	Higher Ed Go-To-Market Acceleration Plan	3	$3,000.00
	Higher Ed Go-To-Market Acceleration Plan	3	$3,000.00
	Legal Services.	3	$2,103.00
	Legal Services.	3	$297.00
15159		**3.5**	**$1,250.00**
Helps healthcare companies know what germs are growing in their clinical environments.	Legal: Prepare and file a USTM application for 1 class.	3.5	$1,250.00
15288		**1**	**$5,766.60**
An app aiming to create a life free from sexually transmitted infections.	Enhancing, updating, and integrating improvements for client's app, focusing on refining the beta version's functionality.	1	$5,766.60
16196U		**1**	**$1,282.50**
A room-sized augmented reality (AR) system for inclusive play and exercise.	Legal: LLC Formation Package. Equity issuance, unit restriction and services agreements.	1	$1,282.50
16371		**1**	**$5,000.00**
Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	Website Development.	1	$5,000.00
16538		**1**	**$8,688.00**

Uniq ID	Project Description	FTEs	Billed Support
A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	Accounting and bookkeeping assistance.	1	$300.00
	Legal: Founder consulting agreement and equity grant documents. Assistance with fundraising.	1	$5,088.00
	Accounting and bookkeeping assistance.	1	$300.00
	Legal: Founder consulting agreement and equity grant documents. Assistance with fundraising.	1	$3,000.00
16542		**8**	**$6,960.00**
Works with organizations to implement innovative, equitable, and sustainable climate solutions that make an impact.	Marketing Campaign and Advertising.	8	$3,500.00
	Marketing Campaign and Advertising.	8	$1,500.00
	GHG Data Collection Tool	8	$1,960.00
16547		**3**	**$4,000.00**
Develops novel and more effective therapeutics in the areas of cardiovascular, metabolic, and infectious diseases.	Two Master Service Agreements	3	$4,000.00
16587		**8**	**$10,000.00**
AI-Powered Video Analytics For Manufacturing Plants To improve operational efficiency	Go to market strategy for client's new product, lead generation, and sales enablement.	8	$5,000.00
	Go to market strategy for client's new product, lead generation, and sales enablement.	8	$5,000.00
16625		**1**	**$998.50**
A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	Website Design & Development.	1	$450.00
	Legal: Advisor Agreement and Equity Grant agreement.	1	$548.50
16656		**2**	**$5,945.00**
Game development studio focused on creating a next generation, free-to-play, live service, social shooter.	Legal: Drafting and negotiating founder buyout document, review of current LLC governing documents, drafting the royalty agreement and IP sale agreement for the transition of IP our of the company.	2	$3,500.00
	Legal: Drafting and negotiating founder buyout document, review of current LLC governing documents, drafting the royalty agreement and IP sale agreement for the transition of IP our of the company.	2	$2,445.00
16745U		**3**	**$4,517.50**
An automated CPT coding algorithm that can accurately predict prior authorization and charge reconciliation in the perioperative space.	Legal: Customer contracting, Venture raise, Employee & equity agreements, Vendor contracts.	3	$267.50

Uniq ID	Project Description	FTEs	Billed Support
	Legal: Customer contracting, Venture raise, Employee & equity agreements, Vendor contracts.	3	$1,750.00
	Legal: Customer contracting, Venture raise, Employee & equity agreements, Vendor contracts.	3	$2,500.00
16786		**2.5**	**$8,000.00**
A developer of smartwatch-based software solutions designed to elevate engagement and outcomes in health and wellness.	Website work.	2.5	$8,000.00
16813		**2**	**$3,474.00**
An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	Data extraction and AI filter development strategy	2	$1,667.00
	Legal services - License and customer agreement review.	2	$140.00
	Data extraction and AI filter development strategy	2	$1,667.00
16833		**2**	**$2,397.50**
Making real, fun, engaging games that also end up having therapeutic qualities and educate our players about their mental health.	Ancillary product development to improve the design of the survey tool	2	$500.00
	Stakeholder communications and project management	2	$250.00
	Social media and Discord community engagement to increase followers	2	$277.50
	Ancillary product development to improve the design of the survey tool	2	$750.00
	Social media and Discord community engagement to increase followers	2	$370.00
	Project management, stakeholders communications, database maintenance	2	$250.00
16969		**7**	**$8,100.00**
An integration platform as a service (iPaaS) where users can locate and start the process of leasing everything from residential real estate to furniture and vehicles.	MVP enhancement.	7	$3,800.00
	MVP enhancement.	7	$3,800.00
	Legal Services: IP. Revive patent application, respond to office action.	7	$500.00
16982		**1**	**$1,000.00**
An adaptive, digital learning platform that engages students through culturally relevant content that caters to their interests.	Legal: Formation. § Drafting of bylaws, initial company consents, and subscription agreement.	1	$684.00
	Legal: Formation. § Drafting of bylaws, initial company consents, and subscription agreement.	1	$316.00
16985U		**3.5**	**$1,140.00**

Uniq ID	Project Description	FTEs	Billed Support
An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	SEO project.	3.5	$1,140.00
16989U		**1**	**$1,700.00**
A web-based, interactive platform to deliver implicit bias training.	Website Development.	1	$1,700.00
16999U		**6**	**$8,343.00**
A platform that leverages the most centralized network of incoming college students across North America to form connections and build community before anyone steps on campus.	P&L, BS, CF, Payroll, Sales tax and compliance, Cash flow planning and forecasting, Management of accounting and bookkeeping processes	6	$320.00
	Legal: Legal Services to support Acquisition	6	$2,120.50
	Strategic Consulting Services: Marketing & Customer Acquisition Strategy	6	$5,000.00
	Legal: Legal Services to support Acquisition	6	$902.50
17031U		**4**	**$15,000.00**
Help more patients survive breast cancer and other types of cancers that are treated through surgical removal and radiation by helping their physicians provide the highest level of care and treatment.	Design Support; Lympho Cam Ergonomics Extension	4	$15,000.00
17033U		**1**	**$5,900.00**
An online platform that helps teachers find and connect with change-makers in their community	A series of Zapier automations, utilizing integrations with Softr and Airtable, that notify partners of potential projects in their area, confirm via email when a project has been requested, when a partner has shown interest, etc.	1	$2,300.00
	Delivering a backend development and database architecture for securing housing and accessing client's user data.	1	$1,800.00
	Development and testing a custom code solution to support the identification and emailing of potential community partners	1	$1,600.00
	A series of Zapier automations, utilizing integrations with Softr and Airtable, that notify partners of potential projects in their area, confirm via email when a project has been requested, when a partner has shown interest, etc.	1	$200.00
17057Y		**0**	**$5,050.00**
An AI-powered teaching assistant that helps students learn more effectively and efficiently.	Branding/Marketing Package.	0	$5,050.00
17157Y		**1.5**	**$7,700.00**

Uniq ID	Project Description	FTEs	Billed Support
Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	[Client] Ibis and Tuth projects ($3200). menuScrapper ($900).	1.5	$1,700.00
	$300 Investors Pitching Video. $5900 [Client] Ibis, Email Campaign	1.5	$1,900.00
	[Client] Ibis and Tuth projects ($3200). menuScrapper ($900).	1.5	$1,100.00
	$300 Investors Pitching Video. $5900 [Client] Ibis, Email Campaign	1.5	$3,000.00
17172		**1**	**$16,000.00**
Providing structured finance solutions for the space industry through closed-end funds and developing quantitative analysis tools to determine valuations for space-asset debt transactions	Marketing consulting - confirm target market assessment.	1	$16,000.00
17174Y		**1**	**$5,400.00**
Remote job board	Job notifications, social media bot, backend development services.	1	$2,700.00
	Enhance existing software platform with features	1	$2,700.00
17278Y		**1**	**$3,377.00**
B2B software solution with an easy to use ticketing system, database, and data analytics.	Marketing strategy	1	$999.00
	Software audit, analysis, consulting.	1	$380.00
	Marketing strategy	1	$999.00
	Marketing strategy	1	$999.00
17280		**2**	**$2,500.00**
Supervised Clinical Practice software	Legal: Formation.	2	$2,500.00
17291		**2**	**$8,000.00**
A marketplace for holistic solutions.	PR strategy and content to drive national and global traffic	2	$0.00
	PR strategy and content to drive national and global traffic	2	$4,000.00
	PR strategy and content to drive national and global traffic	2	$4,000.00
17302U		**2**	**$12,971.00**
A K-8 digital platform that helps teachers deliver engaging curriculum with fidelity.	Legal: Document review, Michigan Business qualification, prepare and adopt an option plan and form award agreements, advisory agreements, software license agreement.	2	$5,971.00

Uniq ID	Project Description	FTEs	Billed Support
	Assistance in government consulting services before the executive and legislative branches. As part of our scope of work, MWSG will provide ancillary services such as electronically forwarding to you relevant newspaper articles, analyses, and important go	2	$7,000.00
17306		**1**	**$6,300.00**
Provides eDNA-based biodiversity assessments and monitoring, along with a suite of novel analytical tools to help nonprofits and industry to accurately report on their biodiversity-related impacts	Legal: IP work.	1	$6,300.00
17321Y		**1**	**$7,500.00**
A mental health app that offers self-care tools and emotional data analysis, providing personalized mental health support and insights.	Research and Strategy Development. Brand Development and Partnership Strategy	1	$5,875.00
	Research and Strategy Development. Brand Development and Partnership Strategy	1	$1,625.00
17323M		**1**	**$18,665.00**
A solar-powered mobility platform designed to provide renewable energy and a 50-mile daily driving range.	Engineering Advising Services, Beta Unit Fabrication and Testing	1	$18,665.00
17327		**3.5**	**$4,500.00**
	Filing of Return of Partnership Income.	3.5	$1,500.00
An Artificial Intelligence SaaS platform that empowers organizations to transform their business by providing easy to use but deep AI capabilities and an ecosystem.	Develop and Implement marketing plans. Business development efforts – market study/analysis/fit. Lead implementation of pilot projects and onboarding of new customers. Assist with raising capital. Assist in the day-to-day operations of the company.	3.5	$3,000.00
17332		**0**	**$3,900.00**
Creates a stent-like portal inserted in the pylorus at the distal end of the stomach for weight-loss purposes.	Regulatory Opinion Letter (US only).	0	$3,900.00
17342		**0.5**	**$228.00**
Developing anti-caries probiotics.	LLC formation and initial review and negotiation regarding documenting the Option Agreement	0.5	$228.00
17359		**15**	**$2,420.00**
SaaS product that uses AI to generate interactive video.	Legal: Conversion, SPV, stock option & award agreements, Consulting & founder consulting agreements.	15	$2,420.00
17400		**1**	**$923.50**

Uniq ID	Project Description	FTEs	Billed Support
Online Courses in the Computational Sciences.	Updating their privacy policy and terms of service to comply with the latest laws.	1	$923.50
17403U		**1**	**$6,200.00**
A health education program for patients who have chronic kidney disease and renal dietitians.	Video production.	1	$5,300.00
	5-page Website Design. Blog Setup. eCommerce Setup. Logo Design.	1	$900.00
17408		**1**	**$2,049.37**
Helps customers secure their cloud applications and services by discovering their attack surface, visualizing relationships between critical resources and the attack pathways (attack path modeling), and helping prioritize and automate their defense to the growing surface of cloud threats.	Marketing Design: brand sheet, logo, branding,	1	$1,000.00
	Enhance templates. Solution brief/datasheet. Brand sheet	1	$1,049.37
17423U		**3**	**$10,000.00**
Building a dual storage shaker bottle.	Patentability Search and Discussion. Prepare/File Utility Application.	3	$10,000.00
17424		**1**	**$12,500.00**
A sophisticated tool automating business plans, financial models, and forecasts.	Perform technology consulting and ancillary product development tasks.	1	$4,000.00
	Develop a Python library to convert fact and attribute data set to create an input feature set	1	$1,500.00
	Perform technology consulting and ancillary product development tasks.	1	$4,000.00
	Develop a Python library to convert fact and attribute data set to create an input feature set	1	$1,500.00
	Perform technology consulting and ancillary product development tasks.	1	$1,500.00
17436		**1**	**$21,363.45**
Community Management Infrastructure Tech.	User flow concepting and hi-fidelity UI design delivery	1	$2,400.00
	Legal Services: corporate, executive compensation and employment law, tax, and intellectual property matters	1	$2,362.50
	Legal Services: corporate, executive compensation and employment law, tax, and intellectual property matters	1	$16,600.95
17457U		**3**	**$12,000.00**
Improves election security by offering a major innovation in the way test decks are chosen.	Website UI and Web Portal UI.	3	$12,000.00
17486U		**3**	**$1,950.00**
Commercializing medicines to treat pancreatic and other cancers.	Legal fees for consultant agreements.	3	$1,950.00

Uniq ID	Project Description	FTEs	Billed Support
17487		**1.5**	**$855.00**
Improve the standard treatment for hydrocephalus, a neurological disorder.	Marketing: Content Writing	1.5	$855.00
17490Y		**1.5**	**$4,274.00**
Offers a platform tailored for solar development firms to comply with the Climate and Equitable Jobs Act (CEJA), focusing on regulatory compliance, workforce development, and community engagement.	Enhance existing website by developing an intake system/dashboard for users.	1.5	$2,524.00
	Enhance existing website by developing an intake system/dashboard for users.	1.5	$1,750.00
17522		**2**	**$1,303.50**
A software solution to deploy development and test virtual infrastructure.	Legal Services: Conversion. No Filing fees included.	2	$1,303.50
17533U		**1.5**	**$9,080.00**
Solves the inconvenience, cost, and uncertainty associated with acquiring or making high quality molten salts for experimental and commercial uses by applying our decades of process expertise to produce and test salt of consistently high quality and provide it for the energy research community.	Legal services: formation and shareholder agreement.	1.5	$5,000.00
	Legal services: Supplier Ramp-up Agreement.	1.5	$1,680.00
	Legal: Equity Agreements	1.5	$1,620.00
	Legal: Equity Agreements	1.5	$780.00
17542U		**1**	**$1,680.00**
Developing a unique adsorbent for both PFOS and PFOA.	Legal services: formation; UM Licensing Negotiation.	1	$480.00
	Legal services: formation; UM Licensing Negotiation.	1	$1,200.00
17598		**0**	**$9,108.00**
An online prealgebra skill building program developed in Flint Michigan for students K through adult-ed.	Blog Development & Content Marketing. Email Campaign Emails & First Month Newsletter.	0	$9,108.00
17603		**4**	**$3,400.00**
Creating preventative telecom solutions to bolster network reliability and reduce associated costs.	SBIR grant application support	4	$3,400.00
17608		**4**	**$19,477.00**
AI-driven solution transforming nurse workflows.	Heuristic UI Design of 8-10 responsive screens & export in React.	4	$4,477.00
	Nurse-to-patient interaction transcripts.	4	$15,000.00
17609		**1**	**$3,700.00**
	Video Game Texture Assets.	1	$3,325.00

Uniq ID	Project Description	FTEs	Billed Support
An educational video game that teaches anatomy, physiology, and some biochemistry in an integrated and interactive way.	Video Game Texture Assets.	1	$375.00
17627U		**1**	**$25,000.00**
Developing a high-efficiency thermo-photovoltaic (TPV) technology for on-demand generation of electricity from thermal sources.	Legal services to negotiate terms for VC activities	1	$1,325.44
	Legal services to negotiate terms for VC activities	1	$8,674.56
	legal work to negotiate and close initial funding round	1	$15,000.00
17644U		**8**	**$2,000.00**
Creating a generative AI tool that helps streamline the production of 2D animation.	Evaluate and report on Image Cartoonization methods on unprocessed dataset samples, and if needed write an updated implementation in PyTorch.	8	$2,000.00
17653U		**2**	**$1,480.00**
A social platform for college students to anonymously rank, review, and rate student organizations.	Video Editing & Social Media Posts. Sponsorship Deck Design. Edited UI Images.	2	$1,200.00
	Social Media Graphics. Graphic Styles.	2	$280.00
17677		**1**	**$1,509.00**
Developing a system to put fires out externally on a house to protect them from wildfires.	Legal services for formation	1	$1,243.50
	Legal services for formation	1	$265.50
17683MU		**3**	**$1,250.00**
Developing a novel diagnostic system that enables real-time process monitoring of ships.	Legal: License and formation	3	$1,250.00
17712		**1**	**$1,776.75**
A global, multi-lingual sales enablement platform that supports the healthcare continuum.	Website development and one-pager.	1	$28.75
	Website development and one-pager.	1	$1,748.00
17717M		**2**	**$5,000.00**
Designs and builds reliable Battery Energy Storage Systems (BESS) using low-cost, used EV batteries.	Legal: Vesting schedule, valuation, modify incorporation documents, negotiate licensing agreement with UM, general counsel.	2	$5,000.00
17763Y		**3**	**$10,000.00**
A life science tools company developing novel reagents for molecular biology and molecular diagnostics.	Legal: Patent work.	3	$10,000.00
17788		**1**	**$11,500.00**
Developing a device that allows customers to pull their sacrum back into its healthy position	Website Development.	1	$6,400.00

Uniq ID	Project Description	FTEs	Billed Support
via a 3D print piece. This solves an common ergonomic issue.	Refine client prototype.	1	$5,100.00
17831U		**4.5**	**$1,750.00**
Developing an MR-based, interactive coding platform that transforms coding education into a hands-on, spatially engaging experience.	Legal Services: Formation and assistance with immigration strategy.	4.5	$1,750.00
17861Y		**1**	**$15,000.00**
A digital ID solution for schools in the K-12 space.	Research and analysis, positioning strategy, visual identity concept, messaging strategy, implementation plan for marketing campaign to support growth.	1	$10,000.00
	Research and analysis, positioning strategy, visual identity concept, messaging strategy, implementation plan for marketing campaign to support growth.	1	$5,000.00
17864		**1**	**$3,000.00**
A comprehensive platform that offers end-to-end solutions for businesses seeking custom-branded merchandise and apparel. The platform addresses the complexities and inefficiencies often associated with sourcing, designing, producing, and distributing branded products.	Deliver content and landing pages. SEO. Content creation & management. Auditing. Analytics.	1	$3,000.00
7282		**3**	**$7,400.00**
A Think-Work-Together platform.	Website Development & Verification.	3	$200.00
	Market research.	3	$2,000.00
	Website Development: improve overall user experience of working internationally between engineering experts.	3	$5,000.00
	Website Development & Verification.	3	$200.00
8377		**3**	**$8,907.50**
Software to enable companies to detect and respond to ransomware.	General contract negotiation support and assistance with financing support, including related corporate governance assistance	3	$267.50
	Create marketing documents including but not limited to: reports, best practices guides, website and social media content, whitepapers, press releases, website analysis, conference marketing, and branding.	3	$4,800.00
	Create marketing documents including but not limited to: reports, best practices guides, website and social media content, whitepapers, press releases, website analysis, conference marketing, and branding.	3	$3,840.00
Total (81 Companies)		**228**	**$527,965.58**

Talent Programs

Entrepreneur-In-Residence Program

This quarter, 22 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	FTEs	Billed Support
16989U	A web-based, interactive platform to deliver implicit bias training.	1	$500.00
17408	Helps customers secure their cloud applications and services by discovering their attack surface, visualizing relationships between critical resources and the attack pathways (attack path modeling), and helping prioritize and automate their defense to the growing surface of cloud threats.	1	$4,500.00
17787	Lets sales people define arbitrary signals & triggers and then scans their prospect list to surface actionable intelligence related to those triggers.	2	$3,600.00
16786	A developer of smartwatch-based software solutions designed to elevate engagement and outcomes in health and wellness.	2.5	$1,000.00
16625	A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	1	$1,000.00
16745U	An automated CPT coding algorithm that can accurately predict prior authorization and charge reconciliation in the perioperative space.	3	$1,250.00
17389M	Creating industry solutions for safely transporting and storing lithium-ion batteries.	1	$3,100.00
15272	A prophylactic Pseudomonas aeruginosa (Pa) vaccine created from a proprietary vaccine development platform.	3	$4,000.00
11540MU	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	3	$2,000.00
16985U	An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	3.5	$5,100.00
11900M	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	2.5	$950.00
17031U	Help more patients survive breast cancer and other types of cancers that are treated through surgical removal and radiation by helping their physicians provide the highest level of care and treatment.	4	$656.25
17049	An educational neuroscience and behavioral design enterprise that creates AI-driven, tactile learning tools to enhance early literacy, social-emotional development, and executive functioning skills.	1	$3,700.00
17057Y	An AI-powered teaching assistant that helps students learn more effectively and efficiently.	0	$4,500.00
17157Y	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	1.5	$3,000.00
16613	Enables customers to plan amazing trips in a fraction of the time by providing them with hyper-personal recommendations in their upcoming destination.	2	$12,500.00

Uniq ID	Description	FTEs	Billed Support
17406	Redefine the assessment of student athletes' potential using a cutting-edge AI algorithmic and machine learning platform.	6	$2,600.00
17327	An Artificial Intelligence SaaS platform that empowers organizations to transform their business by providing easy to use but deep AI capabilities and an ecosystem.	3.5	$10,000.00
17323M	A solar-powered mobility platform designed to provide renewable energy and a 50-mile daily driving range.	1	$3,300.00
14794U	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	2	$1,550.00
16928	A cutting-edge all-in-one hydrogen station with AI/ML energy management system designed to make hydrogen refueling easy, smart, and convenient.	2	$3,700.00
11606Y	An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	2	$3,625.00
Total (22 Companies)		**48.5**	**$76,131.25**

Intern Matching Funds Program

The Ann Arbor SPARK internship program provides up to $6,000 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 by the client.

Uniq ID	Description	FTEs	Billed Support
16542	Works with organizations to implement innovative, equitable, and sustainable climate solutions that make an impact.	8	$3,904.52
3368	SaaS model software to help companies find and access grants, and collaborate.	32	$957.00
17603	Creating preventative telecom solutions to bolster network reliability and reduce associated costs.	4	$1,620.00
17653U	A social platform for college students to anonymously rank, review, and rate student organizations.	2	$4,900.00
16420	A multi-tiered building-integrated thermometric home energy management system (HEMS) applied at the interior, surface-level of the building envelope.	2	$2,880.00
Total (5 Companies)		**48**	**$14,261.52**

Digital Engagement Clinic

Uniq ID	Description	FTEs	Billed Support
17358	The Digital Engagement Clinic at EMU (interns employed directly by the Clinic).	-	$11,087.63

Boot Camp

None this quarter.

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	Desks	FTEs
SPARK Central Lower Level: Virtual Desk (88 Companies)			-	**314**
17457U	Improves election security by offering a major innovation in the way test decks are chosen.	10/28/2024	-	3
15159	Helps healthcare companies know what germs are growing in their clinical environments.	10/26/2024	-	3.5

Uniq ID	Description	Start Date	Desks	FTEs
16657	Automating the Pacemaker and Implantable Cardiac Defibrillator (ICD) remote monitoring workflow.	10/15/2024	-	2
17712	A global, multi-lingual sales enablement platform that supports the healthcare continuum.	10/11/2024	-	1
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	10/1/2024	-	14
17667	Developing a keychain which both allows the user to find their keys like a Tile or AirTag, and to communicate using instant messaging through a companion smartphone app with other users of the keychain.	9/9/2024	-	4
17627U	Developing a high-efficiency thermo-photovoltaic (TPV) technology for on-demand generation of electricity from thermal sources.	9/1/2024	-	1
17603	Creating preventative telecom solutions to bolster network reliability and reduce associated costs.	8/14/2024	-	4
17669UM	A state-of-the-art simulation toolchain designed to improve the safety performance of autonomous vehicles.	8/12/2024	-	2
16542	Works with organizations to implement innovative, equitable, and sustainable climate solutions that make an impact.	8/9/2024	-	8
17533U	Solves the inconvenience, cost, and uncertainty associated with acquiring or making high quality molten salts for experimental and commercial uses by applying our decades of process expertise to produce and test salt of consistently high quality and provide it for the energy research community.	8/1/2024	-	1.5
17359	SaaS product that uses AI to generate interactive video.	7/11/2024	-	15
17629M	Develops new-age automotive technologies in the suspension & chassis segment tailored to the up and coming EV market.	7/10/2024	-	2
17542U	Developing a unique adsorbent for both PFOS and PFOA.	7/1/2024	-	1
7046	Electronics based metering and power line communication.	6/21/2024	-	1
17522	A software solution to deploy development and test virtual infrastructure.	6/20/2024	-	2
17468	Developing a targeted anti-cancer drug designed to prevent, or significantly delay, metastasis in patients diagnosed with triple-negative breast cancer.	6/17/2024	-	2
17424	A sophisticated tool automating business plans, financial models, and forecasts.	6/15/2024	-	1
17494	Contractor portal for HVAC contractors.	6/4/2024	-	0
16587	AI-Powered Video Analytics For Manufacturing Plants To improve operational efficiency	5/1/2024	-	8
17440	Develops carbon-sequestering technical applications to alleviate environmental stressors from various industries.	4/16/2024	-	14
17457U	Improves election security by offering a major innovation in the way test decks are chosen.	4/15/2024	-	3
12120	A population health infrastructure and registry tool that aggregates data from external sources to calculate physician and network performance against sets of clinical guidelines and facilitates.	4/1/2024	-	9
17306	Provides eDNA-based biodiversity assessments and monitoring, along with a suite of novel analytical tools to help nonprofits and industry to accurately report on their biodiversity-related impacts	3/13/2024	-	1
17434UM	An efficient autonomous mobility system.	3/1/2024	-	3.5
17403U	A health education program for patients who have chronic kidney disease and renal dietitians.	2/12/2024	-	1

Uniq ID	Description	Start Date	Desks	FTEs
17368M	Developing a patented driver alerting solution to reduce collisions between vehicles and nearby cyclists, motorcyclists, and scooters.	2/1/2024	-	1
17327	An Artificial Intelligence SaaS platform that empowers organizations to transform their business by providing easy to use but deep AI capabilities and an ecosystem.	1/15/2024	-	3.5
17323M	A solar-powered mobility platform designed to provide renewable energy and a 50-mile daily driving range.	1/8/2024	-	1
17353M	A comprehensive suite of solutions in the electric vehicle (EV) charging industry, consisting of Surge Plug and Surge Trip.	1/1/2024	-	2
16739U	Use of artificial Intelligence in the processing of endoscopy videos.	12/14/2023	-	5
585	Software development with biostatistics and spatial epidemiology.	11/30/2023	-	3.5
17291	A marketplace for holistic solutions.	11/13/2023	-	2
17296	Provides expertly-curated templates for agreements commonly-used by entrepreneurs, businesses and lawyers.	11/10/2023	-	2
11540UM	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	10/27/2023	-	3
11540UM	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	10/27/2023	-	3
17242	Chronic Illness Counseling, mental health services, clinical social work	9/7/2023	-	1
12128U	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.	9/1/2023	-	5
17172	Providing structured finance solutions for the space industry through closed-end funds and developing quantitative analysis tools to determine valuations for space-asset debt transactions	8/9/2023	-	1
17173UM	A cloud-based software designed to mitigate cyber risks in the automotive industry's complex supply chains.	8/1/2023	-	0
17181	Providing real time values of CO_2 build up within the patient and automated CO_2 removal from patients as needed	8/1/2023	-	5
17031U	Help more patients survive breast cancer and other types of cancers that are treated through surgical removal and radiation by helping their physicians provide the highest level of care and treatment.	7/12/2023	-	4
16989U	A web-based, interactive platform to deliver implicit bias training.	6/1/2023	-	1
15386M	Safe battery collection, transport, and storage for highly combustible batteries.	5/16/2023	-	1
8419M	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	5/16/2023	-	4
7754U	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	5/16/2023	-	9
2203	Online furniture inventory management that allows targeted retailer interaction.	5/16/2023	-	8
8189M	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	5/16/2023	-	20
16722	A search engine for "alternative TLDs" that use gTLDs or Web3 TLDs (such as Handshake).	5/16/2023	-	2
17008	Utilizing electronic leak detection devices and existing building materials to can give building owners the opportunity to extend the life cycle of their roof.	5/12/2023	-	1

Uniq ID	Description	Start Date	Desks	FTEs
15351	An innovative Operating Room Efficiency Platform that enables the healthcare system to reduce stress in the OR, total cost of treatment, and increase patient wellbeing while achieving optimal quality of care.	5/11/2023	-	2
15410M	An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	5/4/2023	-	2
11900M	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	5/1/2023	-	2.5
16928	A cutting-edge all-in-one hydrogen station with AI/ML energy management system designed to make hydrogen refueling easy, smart, and convenient.	3/10/2023	-	2
16841M	AI tools to automate the creation of photorealistic, lightweight, intelligent and accurate 3D models for all residential areas of the world, for gaming, simulations, interactive media, digital twinning and metaverse.	2/6/2023	-	0
16733M	A Hub-to-Hub middle-mile highway driving - eliminates the need to hire more truck drivers while reducing operations' costs.	2/2/2023	-	1
16563U	Aims to develop novel and more effective therapeutics in the areas of cardiovascular, metabolic and infectious diseases.	2/1/2023	-	3
17787Y	Lets sales people define arbitrary signals & triggers and then scans their prospect list to surface actionable intelligence related to those triggers.	10/1/2024	-	2
16562U	ASKO Holdings is the parent company with ASKO Therapeutics and ASKO Pharma as two entities under it.	2/1/2023	-	3
16547	Develops novel and more effective therapeutics in the areas of cardiovascular, metabolic, and infectious diseases.	2/1/2023	-	3
16464M	A unique electric vehicle thermal management system.	12/20/2022	-	2
8476	Coach startups, help perfect their investor pitches and connect entrepreneurs with investors.	12/5/2022	-	0
11918	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	11/1/2022	-	4
16658	An options dashboard that will provide useful insights to retail investors at a competitive price.	9/19/2022	-	5
8609	Quotation lifecycle management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	9/14/2022	-	5
16365M	The next generation of eco-friendly, energy-saving ice management systems.	9/1/2022	-	10
16656	Game development studio focused on creating a next generation, free-to-play, live service, social shooter.	8/16/2022	-	2
16154U	A urinary catheter extension for early UTI detection.	3/4/2022	-	2
289M	Creating an automotive and security technology portfolio.	2/21/2022	-	2
16184	A means of improving oral care compliance in mechanically ventilated patients in order to reduce the real-world rates of ventilator associated pneumonia.	10/21/2021	-	3
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	9/1/2021	-	3
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.	8/6/2021	-	3
8774M	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	7/16/2021	-	3.5

Uniq ID	Description	Start Date	Desks	FTEs
15255	Digitization of an existing professional internal auditing methodology.	5/27/2021	-	2
15196	A children's app aimed at fostering social and emotional intelligence for three- to seven-year-olds in the U.S.	5/20/2021	-	1
15179	Hum enables internet service providers to earn more revenue, automate service, and sell more bulk and resident choice deals in multi-dwelling units.	4/26/2021	-	7
14794U	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	3/18/2021	-	2
15090	Digital health and education company with a proven program to reduce weight and thus improve non-alcoholic fatty liver disease (NAFLD) for its members.	3/11/2021	-	4
11895M	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.	2/16/2021	-	3.5
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	2/16/2021	-	1.5
8769	Automated legal document generation software.	2/15/2021	-	1
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	10/21/2020	-	2
11951M	A computer vision platform tool that error-proofs manufacturing processes and tracks body posture and movement to give assembly operators real-time feedback.	10/19/2020	-	9
6407	Home care assistant services for household duties to light non-medical personal care applicants.	6/26/2020	-	0
12190	Makes control data easy and accessible to build predictive economic models.	5/19/2020	-	12
12070M	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.	5/1/2020	-	2
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/2017	-	4.5
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/2013	-	2
SPARK Central Lower Level: Suite (2 Companies)			**23**	**3**
7617	U-M Startup accelerator.	4/1/2024	20	2
16371	Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	9/1/2023	3	1
SPARK Central Lower Level: Dedicated Desk (1 Company)			**1**	**2**
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	5/22/2024	1	2
SPARK Central Lower Level: Flex Desk (1 Company)			**1**	**1**
17542U	Developing a unique adsorbent for both PFOS and PFOA.	12/1/2024	1	1
SPARK Central Third Floor: Suite (1 Company)			**6**	**7**
8806	Turnkey passive home entry module.	10/1/2019	6	7
SPARK East: Designated Desk (2 Companies)			**2**	**3**

Uniq ID	Description	Start Date	Desks	FTEs
17278Y	B2B software solution with an easy to use ticketing system, database, and data analytics.	11/20/2023	1	1
8912Y	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	9/1/2023	1	2
SPARK East: Flex Desk (2 Companies)			**3**	**22**
7591Y	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	6/8/2022	2	14
8255Y	Communications software for business-to-business or business-to-consumer.	2/15/2021	1	8
SPARK East: Virtual Desk (29 Companies)			**0**	**57**
11252YM	Two wheeled 'series hybrid' for developing markets.	11/27/2024	-	1
17829YM	A smart self-powered automated perimeter security vehicle security system.	11/11/2024	-	1.5
16982Y	An adaptive, digital learning platform that engages students through culturally relevant content that caters to their interests.	10/7/2024	-	1
17655Y	A portfolio platform for the professional and technical workforce striving to bring more transparency and authenticity into the talent ecosystem.	8/19/2024	-	1
17649Y	A Wearable Heat Shield leg Wrap.	7/1/2024	-	1
17320Y	A mobile app that allows SMBs to manage recruitment on the go.	5/7/2024	-	1
11953Y	Test technology for color measurement in paint for quality control.	2/5/2024	-	1
17321Y	A mental health app that offers self-care tools and emotional data analysis, providing personalized mental health support and insights.	1/8/2024	-	1
17057Y	An AI-powered teaching assistant that helps students learn more effectively and efficiently.	10/24/2023	-	0
17174Y	Remote job board	8/11/2023	-	1
12039YU	Analytics tool that generates synthetic big data sets for healthcare.	7/31/2023	-	2
17157Y	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	7/28/2023	-	1.5
12902Y	A drug formulation to help chronic kidney disease patients.	7/2/2023	-	2
16657Y	Automating the Pacemaker and Implantable Cardiac Defibrillator (ICD) remote monitoring workflow.	6/26/2023	-	2
16407Y	An all-in-one marketplace and digital platform for end-of-life and after-loss planning.	6/14/2023	-	1
17030Y	A collection of electronic games that, as part of the play experience, require the user to perform speech challenges to engage in speech therapy.	5/31/2023	-	3
16236YM	A technology company that provides mobility-as-a-service to individual, retail, and commercial customers in need of last mile delivery.	2/14/2023	-	4
16653Y	A mobile phone application that will serve as the first common platform for parents and families of individuals with cognitive and developmental disabilities.	9/12/2022	-	3
16642Y	An app and platform geared towards interactive solutions for GenZ relating to career, housing, fintech, etc.	9/6/2022	-	1
11606Y	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.	1/24/2022	-	2

Uniq ID	Description	Start Date	Desks	FTEs
15408Y	A portable document and photo scanner.	9/7/2021	-	1
11252YM	Two wheeled 'series hybrid' for developing markets.	2/18/2021	-	1
6977YU	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	2/16/2021	-	7
8132Y	DNA and bioinformatics analysis and collaboration platform.	2/15/2021	-	2
11212Y	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2/12/2021	-	5
14226Y	Web application that tailors to companies in search of qualified technology-based suppliers.	9/18/2020	-	1
12929YM	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.	8/24/2020	-	1
11831Y	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/2019	-	4
3549Y	Disposable patient lifting system.	9/7/2010	-	3
SPARK East: Suite (2 Companies)			**8**	**8**
1782YM	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	4/14/2024	7	8
17488	Empowers the paint and coatings industry with smart, sustainable transformation solutions.	2/1/2024	1	-

Hosted Networking and Educational Events

This quarter's events are broken down by month in the following table. Please note that the fifth column in this table reflects the number of attendees who self-identified as entrepreneurs in an optional survey question.

Event Date	Event Name	Location	Attendees	# Ent.	Event Description
10.1.2024	Entrepreneur Boot Camp Celebration	SCIC	24	14	Cheer on the finalists of Ann Arbor SPARK's Entrepreneurial Boot Camp Summer 2024 cohort. Entrepreneur Boot Camp is an intensive program to help entrepreneurs of early stage, technology-driven companies quickly determine if they have a viable business opportunity and focus on crucial next steps. Our entrepreneurs have worked tirelessly to validate their business concepts. After countless hours spent developing a business model and finding beta customers, the entrepreneurs are ready to present their progress to the community.
10.17.2024	SPARK.ed | Pitch Decks, Investors, and Capital Raises	Virtual	34	21	In this SPARK.ed course, we will explore the essential components of building a compelling pitch deck, focusing on how to effectively communicate your business vision and value proposition. We'll delve into the investor's perspective, examining how they analyze pitch decks to make informed decisions and provide

Event Date	Event Name	Location	Attendees	# Ent.	Event Description
					strategies that can bring attention to your firm's capital raise.
10.22.2024	Inclusive Workplace Series | Inclusive Communications	Virtual	75	19	The Inclusive Workplace Series provides training and guidance to growing companies in the greater Ann Arbor region who want to understand various aspects of diversity, equity, and inclusion (DEI) to consider in the development of their business. The series helps executives, HR professionals, team members, and all champions and allies learn how to build a more inclusive workplace culture that can result in improved hiring, employee retention and engagement, and deliver ROI in terms of innovation, performance, and growth. In this Inclusive Communications session, participants will: Learn about principles of inclusive communications, including use of pronouns and awareness of microaggressions, Understand how these impact individuals, work, and social environments, Gain understanding of a framework to help with inclusive communications, and Learn specific methods and tools for communicating inclusively at individual and organizational levels.
10.23.2024	Venue Connect | Visionary Voices	Venue by 4M	54	29	Venue Connect, in partnership with Ann Arbor SPARK, is excited to host Rishi Moudgil, Executive Director of Michigan Founders Fund, as he shares his story and his vision for growing the entrepreneurial community in Michigan. He will also discuss the launch of a new Pre-Accelerator program that promotes underrepresented founders leading startups in Michigan. Michigan Founders Fund is a network of entrepreneurs and investors who have pledged 1% of equity or carry to support Michigan's social sector. MFF aims to grow the presence of successful high-growth ventures and advance civic leadership throughout the state.
11.12.2024	Inclusive Workplace Series | Inclusive Leadership	Virtual	85	21	What makes employees feel that they are treated fairly, are valued, and belong in their organization? What leaders say and do has a huge impact on workplace culture and how employees feel. Leaders who are aware of unconscious bias can create more inclusive environments, are more effective with their team and customers, and can manage change better. In this Inclusive Leadership session, participants will: Gain an understanding of unconscious bias, Identify ways in which certain ideas are learned or taught in society, Recognize your own implicit bias and how to address it, Learn about micro inequities, microaggressions, and devaluing of others, Identify strategies to implement inclusive language and actions for

Event Date	Event Name	Location	Attendees	# Ent.	Event Description
					working in and building high-performing teams, Recognize key characteristics for leaders to promote inclusive workplaces, even in the face of opposition.
11.13.2024	SPARK.ed | Using Storytelling to Increase Sales	Virtual	45	33	Storytelling has been an effective tool for sales professionals for many years. The art of storytelling in sales is absolutely required for startups. It is used for attracting customers, employees, investors, partners and others. It involves using stories to create interest, to connect with customers on an emotional level, and to help them make more informed decisions about their purchases. This class explores the fundamentals of storytelling in sales, how it can be used effectively, and why it should be part of any successful entrepreneurial sales strategy.
11.13.2024	Ypsi 9th Hour: Holiday Edition	WCC	250	135	Join us for the third annual holiday edition of Ypsi 9th Hour. Whether you are a regular or brand new to 9th Hour – this will be one you won't want to miss! We will be hosted by the Small Business Development Center (SBDC) team at the Morris Lawrence Center at Washtenaw Community College. In addition to our usual array of cocktails and fizzy drinks, this 9th Hour will feature: A full dinner buffet – come hungry, and don't forget the cookies!, Free professional headshots – perfect for updating your LinkedIn profile in the new year! Thank you gifts for all attendees, A drawing for giveaways from local Ypsilanti vendors, And most importantly, the opportunity to mix and mingle with fellow like-minded entrepreneurs, business professionals, and community leaders.
11.14.2024	Ask the Investors Office Hours	SPARK Central	5	5	Ask the Investors is a new SPARK.ed series focused on educating and guiding Michigan tech founders about early-stage investment. Investor Office Hours will be hosted October 24 from 12:00-1:30 at SPARK Central. Local investors will meet with 6 companies in short, 15 minute segments. During these meetings, companies will be able to ask individualized questions about their companies and how to raise funds. If you're a Michigan-based technology founder working on innovative technology and plan to seek outside capital, or have never raised funds before, this is the opportunity for you!
11.20.2024	SPARK Your Elevator Pitch: Crafting a Personal Introduction	Virtual	180	50	Are you struggling to introduce yourself effectively at networking events or career fairs? Want to learn how to create a compelling elevator pitch? Join us for an engaging and interactive webinar with the team from Amy Cell Talent, where you'll gain invaluable insights into crafting a powerful personal introduction. You'll learn: the elements of

Event Date	Event Name	Location	Attendees	# Ent.	Event Description
					a successful pitch, how to construct your pitch, tips for a succesul pitch. This workshop is designed to prepare you for Tech Homecoming, equipping you with the confidence and skills to impress potential employers and expand your professional network.
11.27.2024	Tech Homecoming	Venue by 4M	562	156	Join us during happy hour on Wednesday, November 27 (Thanksgiving Eve), to network with area companies looking to hire. We aim 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. We've invited some of Ann Arbor's fastest-growing tech companies to join us at Venue by 4M. Bring your resume and mingle over drinks and appetizers! Heather Nash Photography will be on-site taking professional headshots for you to update your LinkedIn profile and a drawing will be held for a reMarkable 2 tablet to keep you organized once you land your new role!
12.5.2024	Customer Discovery - The Secret to Startup Success (Part One)	Virtual	51	45	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Join us for this two-part workshop to learn the fundamentals.
12.11.2024	SPARK.ed | Profit for Purpose: Fundamentals of Social Entrepreneurship	Virtual	22	18	What differentiates social entrepreneurship (SE) from other startups or non-profits? Do you have the characteristics of a successful social entrepreneur? And how do you balance making money with achieving your mission? Join us for this SPARK.ed session where we will explore the fundamentals of social entrepreneurship – from choosing the right formation structure to key risks to avoid – this session will answer your questions about building a successful, mission-driven venture.
12.12.2024	Customer Discovery - The Secret to Startup Success (Part Two)	Virtual	51	43	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Join us for this two-part workshop to learn the fundamentals.
Total (14 Events)			1,438	589	

Capital Raised

The following table lists transactions reported by companies previously served by LDFA funded programs:

Uniq ID	Investor Organization Name	Total Amount
Venture Capital		**$3,100,000.00**
8419M	Undisclosed	$300,000.00
16587	Simya, other undisclosed.	$750,000.00
16739U	Michigan Rise, Red Cedar Ventures	$350,000.00
12031MU	Undisclosed	$375,000.00
12190	Undisclosed	$1,325,000.00
Foundation		**$50,000.00**
12842	Toyota Mobility Foundation	$50,000.00

Software

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

1. **Global Search**: $2,840.70 – Software tool for invoice processing and internal controls.

Total: $2,840.70

Integrated Marketing Plan

Marketing Performance Metrics | Q2
Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	FY 24 – 25, Q2	Vs. Last Quarter	Vs. Last Year
Website Visits	Visits to our website will raise awareness and provide valuable tools and resources.	139,145	-39%	+28%
Video Views	Video views on multiple platforms to reach wider audiences.	75,767	-87%	-32%
Social Media Impressions	General visibility on a variety of popular social media platforms.	3,304,358	-45%	+113%
Social Media Interactions	Direct, positive interactions with people from all over the world.	85,621	-78%	-29%

ANN ARBOR SPARK

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 was a total of 46 sessions with 22 companies; 9 of them were new marketing clients.

Uniq ID	Description	Sessions	New Co.
17788	Marketing needs assessment, strategic marketing session	4	1
17174Y	Strategic marketing session	1	
8769	Content development, strategic marketing session	1	
17922U	Marketing needs assessment	1	1
17873	Marketing needs assessment	1	1
17834U	Strategic marketing session	1	
12676Y	Marketing needs assessment, strategic marketing session	3	1
17627U	Strategic marketing session	2	
17861Y	Strategic marketing session, marketing needs assessment	2	1
17649Y	Marketing needs assessment	1	1
17321Y	Strategic marketing session	1	
17403U	Strategic marketing session	2	

17031U	Strategic marketing session, content development	2	
17049	Marketing needs assessment	1	1
6977YU	Strategic marketing session	1	
17865	Marketing needs assessment	1	1
12074	Marketing needs assessment	1	1
17342	Strategic marketing session	2	
16969	Strategic marketing session	2	
17327	Strategic marketing session	5	
17494	Strategic marketing session, content development, content review and edits	10	
11606Y	Strategic marketing session	1	
Total (22 Companies)		**46**	**9**

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. Thus, the following are a few takeaways from their performance over the last quarter.

Business Accelerator Intake [Phase I]
5 Total requests received
5 Requests non-tech
2 Referred to SBDC
0 Qualified leads referred to Lenawee Now

Company Created
No companies were created this quarter.

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
Economic Luncheon with Brian Calley - 11/19/2024

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

For the purpose of the Gateway Representative reporting LN records owner investment and portfolio company sales. This number for the 6-month period is $1,100,000 revenue

Methodology

Jobs Created: 2

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 Survey Monkey; 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. Quarterly report values are representative of job growth for all time served companies, as pulled by data given within the quarter. Annual report values are representative of job growth for companies served with the fiscal year, as pulled by data given within the year and the annual survey.

Capital Raised

Investments and grants are reported to the LDFA when investment amounts are disclosed. In some cases, SPARK learns of investments that have taken place, but cannot accurately report the exact value of such investments due to lack of disclosure. When this occurs, SPARK reports such investments during the quarter in which investment values are disclosed, which may not correlate to the quarter in which the investment took place.

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.