

LDFA REPORT 2021 - 2022

ANN ARBOR/YPSILANTI SMARTZONE

Q3

189 COMPANIES
SERVED

315 JOBS
CREATED

7 COMPANIES
CREATED

\$144M FUNDS
RAISED
INVESTMENTS & GRANTS

\$395K
DIRECT SUPPORT

What is the Difference Between Startup Incubators and Business Accelerators?

Ann Arbor SPARK is publishing keyword targeted evergreen content as part of its ongoing SEO efforts. Below is an excerpt from an article published in February. To read the full article, visit a2spark.org/incubator.

For entrepreneurs, growing a startup is a multifaceted process. The development of an early stage company often includes engaging with the startup community, finding experienced mentors and advisors, and getting connected to funding sources. Joining a startup incubator or business accelerator program provides an ideal environment to make these strategic connections possible, increasing the odds of long-term success.



WHAT IS AN INCUBATOR?

Incubator programs are designed for startups refining their business plan as they navigate challenges from the idea stage through the growth stage. They typically serve multiple early stage startups with companies representing a wide range of disciplines. Incubators are heavily focused on regional economic development and funded through a combination of public sources and private grants.

WHAT IS AN ACCELERATOR?

Accelerators are purposefully designed for startup companies whose development falls anywhere between the idea and growth stages. Startups selected to participate will have a minimum viable product (MVP), may have formed a prototype, and may have already received pre-seed funding. Accelerators function as a catalyst for high growth among startups by providing professional levels of promotion, education, and capital that might otherwise take years to achieve independently.

HOW TO CHOOSE BETWEEN AN INCUBATOR AND AN ACCELERATOR

The primary way of identifying if you should join an incubator or an accelerator is the stage of your startup. Incubators provide space and resources for the full spectrum of startups, from early stage to growth stage. Accelerators are ideal for businesses in the [startup stage with a minimum viable product \(MVP\)](#). Additionally, many accelerators have competitive application processes. If you have yet to meet the accelerator's requirements, an incubator may help you achieve those goals.

Global AV Software Company ADASTEC Locates U.S. Headquarters in Ann Arbor

ADASTEC [ADASTEC](#) has chosen to locate its U.S. headquarters at the SPARK Central Innovation Center as the company looks for a permanent location in the region. ADASTEC chose Ann Arbor because of the incredible amount of mobility innovation happening there and the support for future growth available throughout its robust tech ecosystem.

"Having a permanent headquarter location here in the Ann Arbor region is a benefit to ADASTEC because of its proximity to U-M and MSU," explained Ann Arbor SPARK's director of mobility programs, Komal Doshi. "The company's future growth is dependent on access to business development opportunities and finding talent, so there's no better place than Ann Arbor for it to grow its roots. What's particularly exciting for our ecosystem here is that ADASTEC joins a growing list of foreign companies that recognize the assets this region offers and want to be part of it all."

Ann Arbor SPARK and its partners at the Detroit Regional Partnership have also connected ADASTEC to University of Michigan's Mcity Tech Lab Program where a four-member student team will be working with them to create a sensor fusion architecture for enhanced perception in adverse weather conditions. Their work will also incorporate new and existing multiple sensors designed to improve safety and the overall capabilities of the autonomous bus in all environments.

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Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: January 1, 2022 – March 31, 2022



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
11893M	Developing a level 4 autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet.
15340M	A type of Li-ion battery capable of high energy density and extreme fast charging.
16152	A physical model that represents the critical anatomy and haptic feedback specific to the targeted procedure and skills.
16295U	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.
16266	An end-to-end project management tool that consolidates all trip planning processes into one place.
14265U	An engineering services company specializing in helping companies improve their metal forming material efficiency.
16371	Create satellites that can process large SAR collections on orbit to reduce downlink data volume.
Total (7 Companies - Mobility = 2, University = 2, Ypsilanti = 0)	

Business Acceleration

“Ann Arbor SPARK is a startup accelerator that promotes a very nurturing environment. The word "nurturing" is very important for founders. Komal Doshi, Margarita Hernandez, and Alison Peterson at SPARK are wonderful listeners, and they tailor their assistance to exactly the start-up's needs. Their network reach is phenomenal. I would recommend any qualifying start-up to sign-up to be their client. If you do not qualify, move to Ann Arbor so that you do qualify!” – Company Testimonial

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

Uniq ID	Description	FTE's	Total Support
14736	A low-code cloud software platform which software products can be rapidly built and iterated.	3	\$2,000.00
16266	An end-to-end project management tool that consolidates all trip planning processes into one place.	2	\$1,000.00
Total (2 Companies)		5	\$3,000.00

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

Description	Opportunity Description	FTE's	Billed Support
8769		1	\$3,000.00
Automated legal document generation software.	Build three sales presentations and develop a full sales partnership program.	1	\$1,000.00
	Build three sales presentations and develop a full sales partnership program.	1	\$1,000.00
	Build three sales presentations and develop a full sales partnership program.	1	\$1,000.00
8591		2	\$1,500.00
Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence prevention (WPV) and active shooter preparedness.	SEO lead generation	2	\$1,500.00
8419M		6	\$3,000.00
Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	Check-in mockups.	6	\$3,000.00
8366YU		2.5	\$940.00
Physiological performance data analytics company.	Accounting services.	2.5	\$200.00
	Accounting services.	2.5	\$740.00
8229U		3	\$9,875.00
Neuroprotection for retinal diseases.	Review commercialization efforts and list of available materials; review existing project data, reports, and literature; develop understanding of MOA and related targets/approaches; and develop mapping of prospective scientific fit to disease states.	3	\$5,000.00
	Determine technology readiness, describe competing approaches, understand the advantages and disadvantages of technology relative to competing programs, summarize program risks with strategies to mitigate them, and identify non-ocular targets.	3	\$4,875.00
8189M		13	\$3,480.00
Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	Design new trade show and large format material and design/update flyer/sales sheet material.	13	\$3,480.00
7876U		6	\$3,350.00
Wearable graphene nanoelectronic alcohol sensor for real-time alcohol monitoring.	Legal services — provisional patent filing.	6	\$3,350.00
4185U		0.5	\$4,122.50

Description	Opportunity Description	FTE's	Billed Support
Works with manufacturers to choose the right wireless power technology and integrate it with their product.	Sublicense agreement negotiation with XII Medical.	0.5	\$4,122.50
16284U		0	\$10,000.00
A polymer tongue and voicebox/vocal folds simulator made available in a "toolbox" for artists, academics, and physicians.	Branding.	0	\$10,000.00
16266		2	\$9,999.00
An end-to-end project management tool that consolidates all trip planning processes into one place.	Enhancements to existing web application.	2	\$9,999.00
16184		1.5	\$7,608.00
A means of improving oral care compliance in mechanically ventilated patients in order to reduce the real-world rates of ventilator associated pneumonia.	Assist with general regulatory strategy, review, and provide guidance on classification, and answer questions regarding best regulatory practices.	1.5	\$2,000.00
	Formation, trademark, and equity incentive.	1.5	\$2,498.00
	Assist with general regulatory strategy, review, and provide guidance on classification, and answer questions regarding best regulatory practices.	1.5	\$3,000.00
	Design services to build 3D CADD models.	1.5	\$110.00
16171		0.5	\$19,239.00
Virtual cyber security officer services to small and medium-size organizations.	Legal services: formation and contracts.	0.5	\$5,950.00
	Talent search for marketing manager, cyber coordinator, and client advocate.	0.5	\$8,850.00
	Website development.	0.5	\$1,539.00
	Website development.	0.5	\$2,900.00
15418		3	\$3,126.15
A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	Directing local patent associate (MiltonsIP) to submit annual maintenance fee payments.	3	\$2,213.15
	Directing local patent associate (FoundryIP) to submit annual maintenance fee payments.	3	\$913.00
15408Y		1	\$4,390.00
A portable document and photo scanner.	Product demo video.	1	\$4,390.00
15389		2	\$2,050.00
A pay-it-forward system to purchase gifts of cheer for their friends and family.	Trademark preparation fees.	2	\$2,050.00
15378M		0.5	\$300.00
A company that provides a robotics platform for autonomous mobility solutions in a variety of industries.	Legal services — patent filing.	0.5	\$300.00
15281Y		4.5	\$3,900.00
Automated small to medium business loan approval process to accelerate loan approval.	Legal services — terms of use, master services agreement.	4.5	\$3,900.00
15272		2	\$10,000.00
A prophylactic Pseudomonas aeruginosa (Pa) vaccine created from a proprietary vaccine development platform.	To assist client in evaluation of technology and define a feasible vaccine candidate, establishing strategy for executing a product development plan with timelines and target budgets, and be a resource for initiating an optimal company structure.	2	\$5,000.00
	To assist client in evaluation of technology and define a feasible vaccine candidate, establishing strategy for executing a product development plan with timelines and target budgets, and be a resource for initiating an optimal company structure.	2	\$5,000.00
15266		3.5	\$2,840.00
A unified multi-facing ecosystem that handles the entirety of an individual's life.	Developing 3D spatial front end in Unreal 5 for the SingularityOSN project.	3.5	\$2,840.00

Description	Opportunity Description	FTE's	Billed Support
15241		4	\$10,000.00
A platform that utilizes biosignals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.	Conversion of the provisional application to utility application for filing as a PCT application, cost for drafting the PCT application, and PCT search fees for converting U.S. Provisional Application for No. 63/120,251 and 63/120,255.	4	\$4,613.15
	Conversion of the provisional application to utility application for filing as a PCT application, cost for drafting the PCT application, and PCT search fees for converting U.S. Provisional Application for No. 63/120,251 and 63/120,255.	4	\$4,596.11
	Conversion of the provisional application to utility application for filing as a PCT application, cost for drafting the PCT application, and PCT search fees for converting U.S. Provisional Application for No. 63/120,251 and 63/120,255.	4	\$428.49
	Conversion of the provisional application to utility application for filing as a PCT application, cost for drafting the PCT application, and PCT search fees for converting U.S. Provisional Application for No. 63/120,251 and 63/120,255.	4	\$362.25
15196		3	\$2,940.00
A children's app aimed at fostering social and emotional intelligence for three- to seven-year-olds in the U.S.	Edit films/videos for the application.	3	\$1,860.00
	Edit films/videos for the application.	3	\$915.00
	Edit films/videos for the application.	3	\$165.00
15181U		3	\$1,500.00
Artificial intelligence-assisted software for real time colonoscopy video analysis that delivers an endoscopic Mayo score that is reliable and reproducible saving time and money to help deliver drugs to market, quicker.	Product validation study.	3	\$1,500.00
15179		4	\$9,850.00
Capital and technology enabled platform that will aid tenants, help them preserve their capital, and win landlords more lease deals.	Website design.	4	\$3,000.00
	Equity redemptions and grants, independent contractor agreement, and services agreement.	4	\$6,850.00
14782U		2	\$517.21
Wastewater treatment process that is more energy efficient and a smaller footprint.	Patent nationalization in Australia and Europe.	2	\$517.21
14747		2	\$4,500.00
A video game advertising agency that helps businesses and brands promote their products.	Redesign of the appstop.io website, artistic drawing of Alesso's infinite runner game, Deep Pass Jam Instagram marketing content, revising nutrition facts game art, and editing intern's work.	2	\$4,500.00
14712		3	\$2,500.00
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.	Preparation and filing of international PCT patent application.	3	\$2,500.00
13686U		1	\$4,625.99
Medical artificial intelligence to predict the need to go to ER and conditions like COVID-19 with accuracy that is precise to the individual.	Employment agreement, independent contractor agreement, confidentiality, and non-disclosure agreement, create SaaS, licensing agreement, operating agreement, and draft consent form.	1	\$125.99
	Grant writing.	1	\$4,500.00

Description	Opportunity Description	FTE's	Billed Support
13621U		0	\$660.00
An augmented reality solution for the treatment of phobias and other anxiety disorders to provide clinicians with a broad spectrum of stimuli to perform exposure therapy regardless of location and physical resources.	Negotiation to determine employment or consulting services and compensation with company's prospective CEO.	0	\$330.00
	Negotiation to determine employment or consulting services and compensation with company's prospective CEO.	0	\$330.00
12937		3	\$10,237.50
A self-sanitizing door handle by ultraviolet (UV) light.	Preparation and filing of utility patent protection and design patent application.	3	\$10,237.50
12929YM		1	\$14,472.15
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.	Partnership agreements, option plan, and trademark.	1	\$1,465.55
	Six videos for the app.	1	\$1,500.00
	Partnership agreements, option plan, and trademark.	1	\$4,266.60
	Six videos for the app.	1	\$1,500.00
	Six videos for the app.	1	\$1,500.00
	Partnership agreements, option plan, and trademark.	1	\$2,240.00
	Four how-to videos for website, automated email marketing, and updated landing page.	1	\$2,000.00
12902Y		2	\$1,150.00
A drug formulation to help chronic kidney disease patients.	Preparing tax forms.	2	\$1,150.00
12884Y		2	\$3,309.00
Eco-friendly prescription medication bottle manufacturing.	Legal services — trademark.	2	\$139.50
	Marketing and website work.	2	\$1,590.75
	Marketing and website work.	2	\$600.75
	Legal services — trademark.	2	\$978.00
12842M		4	\$2,735.00
Last mile robot delivery solutions.	New website development.	4	\$2,735.00
12260YU		2.5	\$10,000.00
To reduce medical supply surplus by providing end-to-end supply tracking and management solutions.	Prepare and file provisional patent application.	2.5	\$6,000.00
	IP/legal services.	2.5	\$498.00
	IP/legal services.	2.5	\$1,096.00
	IP/legal services.	2.5	\$2,002.00
	IP/legal services.	2.5	\$404.00
12190		1	\$1,750.00
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	\$1,750.00
12134U		1	\$1,550.00
A personal air purification device to solve the problem of people being unable to live active lives in places with unhealthy air quality.	Tax accounting consultation.	1	\$1,550.00
12128U		4	\$6,145.75
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.	Animated motion graphic video.	4	\$5,400.00
	QuickBooks set-up and implementation.	4	\$745.75
12030		20	\$2,750.00
English Sign Language (ESL) educational technology platform that includes business culture training.	Design, maintenance, development, and strategy for websites.	20	\$2,750.00
11979		2	\$10,355.00
A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	Develop chatbot content strategy calendar.	2	\$1,045.00
	Incorporate new product features and enhance chatbot.	2	\$2,555.00
	Incorporate new product features and enhance chatbot.	2	\$2,885.00

Description	Opportunity Description	FTE's	Billed Support
	Incorporate new product features and enhance chatbot.	2	\$2,975.00
	Develop chatbot content strategy calendar.	2	\$895.00
11967		1	\$5,480.00
Enhance the investment performance of institutional investors through the best execution of securities finance.	Standardizing the creation of TRS agreements, digitizing terms and automating event processing, and valuing TRS and managing risk.	1	\$720.00
	Standardizing the creation of TRS agreements, digitizing terms and automating event processing, and valuing TRS and managing risk.	1	\$2,120.00
	Standardizing the creation of TRS agreements, digitizing terms and automating event processing, and valuing TRS and managing risk.	1	\$2,640.00
11954		6	\$2,777.50
A platform using progressive web app technology to help pain sufferers navigate a variety of options to better manage pain through self-management and related resources.	Legal services.	6	\$1,727.50
	Video production.	6	\$1,050.00
11880Y		0.5	\$2,347.50
In-application music discovery competitions that reward listeners for competing and discovering new music.	Product front end updates.	0.5	\$2,347.50
11850		1	\$968.75
A cloud based robo-advisory platform for commodity hedging.	Support for equity and advisor-related agreements, reviewing investor term sheets and preparing for financing.	1	\$968.75
11801U		18.5	\$7,815.00
A machine-learning algorithm based on parcel data, historical records, and other data sources to predict service line materials.	Marketing: website, sales pitch, etc.	18.5	\$2,925.00
	Marketing: website, sales pitch, etc.	18.5	\$1,575.00
	UX design work.	18.5	\$700.00
	Website design work.	18.5	\$1,300.00
	Marketing: website, sales pitch, etc.	18.5	\$1,315.00
11540UM		3	\$804.10
Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	Accounting help and training.	3	\$328.85
	Onboard new employees, payroll platform set up, filing for taxes for employees, provide assistance for how to conduct payroll, and advise on how to best hire new employees.	3	\$475.25
11212Y		4	\$12,760.00
A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	Convert to C corp, stock option plan, cross licensing contracts, the third-party licensing agreement, and equity financing.	4	\$12,760.00
11110U		5	\$8,246.25
Web-based software package that allows patients to complete their personal and family history at home.	Legal services: transaction support.	5	\$5,000.00
	Legal services, cap table, options set-up, advisor agreements, financing prep.	5	\$3,246.25
0585		4	\$840.00
Software development with biostatistics and spatial epidemiology.	Website design and updates.	4	\$840.00
Grand Totals (48 Companies - Mobility = 5, University = 15, Ypsilanti = 9)		162	\$246,306.35

Talent Programs

Entrepreneur-In-Residence Program

This quarter, 23 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	Opportunity Description	FTE's	Billed Support
11661M	Industry 4.0, smart inspection for manufacturing.	3	\$6,050.00
11350M	Autonomous last mile delivery trailer.	3	\$650.00
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
15282Y	A digital identity and vital information storage and exchange platform.	2	\$2,725.00
7938	Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	3	\$7,500.00
13686U	Medical artificial intelligence to predict the need to go to ER and conditions like COVID-19 with accuracy that is precise to the individual.	1	\$5,000.00
15410M	An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	1	\$4,000.00
14747	A video game advertising agency that helps businesses and brands promote their products.	2	\$14,525.00
15335U	A frontline psychoeducation program for pregnancy and early parenting.	2	\$1,830.00
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.	5.5	\$1,000.00
8366U	Physiological performance data analytics company.	2.5	\$3,000.00
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
15107	An application for peer-to-peer tool and equipment rentals.	2	\$6,350.00
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	\$1,225.00
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	3	\$3,625.00
16143	A company that holds the exclusive license to commercialize a novel compound preventing brain cell destruction from BAP.	5	\$16,000.00
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	\$7,937.50
15339	A disruptive process which will revolutionize and cause standardization of Traumatic Brain Injury (TBI) diagnosis and treatment.	1	\$1,900.00
11708U	An automation software company that has software algorithm that doubles the speed of 3D printers via vibration compensation.	1	\$11,550.00
16171	Virtual cybersecurity officer services to small and medium-size organizations.	0.5	\$6,000.00
7131	An education and evaluation application to reduce high diagnostic error rates.	1.5	\$4,500.00
11862U	A mobile application delivering cognitive behavioral therapy to the hands of the people who need it most.	4	\$650.00
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	3.5	\$5,440.00
Total (23 Companies - Mobility= 4, University = 5, Ypsilanti =Y)		72.5	\$126,457.50

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.	2	\$1,299.78
11367	Software for school exit loan counseling guidance process.	2	\$751.68
13622	Creation of gaming software and merchandise for female audiences.	3	\$4,679.84
8797	Off-the-shelf machine learning applications.	38	\$896.00
8332	A platform high-brightness dye technology for leading biomedical applications.	8	\$6,972.62
Total (5 Companies)		53	\$14,599.92

Digital Engagement Clinic

Uniq ID	Opportunity: Description	FTE's	Billed Support
16289	The Digital Engagement Clinic at EMU (interns employed directly by the Clinic).	0	\$4,940.73
Total (1 Company)		0	\$4,940.73

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 coworking 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 can use conference rooms and flex spaces freely to have working sessions with remote staff or host client meetings and events.

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
SPARK Central Lower Level: Designated Desk				5	16
11541	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	2/1/2022	2/1/2023	1	2
15386	Safe battery collection, transport, and storage for highly combustible batteries.	10/11/2021	4/11/2022	1	2
11865	Advertising technology platform that makes local advertising faster, less expensive, and more accountable.	10/8/2021	3/22/2022	1	2
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.	7/26/2021	7/26/2022	1	4
11701	Mobile application for autonomous vehicles and pedestrians to help avoid collisions.	1/26/2021	10/7/2021	1	6
SPARK Central Lower Level: Flex Desk				6	36
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	12/2/2021	12/2/2022	1	9.5
11635	A one-stop shop where customers can purchase all their nightlife products in one place.	11/13/2021	5/13/2022	2	15
8419	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	11/5/2021	5/5/2022	1	6
14698	A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience.	10/21/2021	4/20/2022	1	3
11900	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	5/4/2020	11/4/2020	1	2.5
SPARK Central Lower Level: Virtual Desk				0	237.8
16154	A urinary catheter extension for early UTI detection.	3/4/2022	9/4/2022	-	2
0289	Creating an automotive and security technology portfolio.	2/21/2022	8/21/2022	-	2.5
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.	12/13/2021	12/13/2022	-	0
8797	Off-the-shelf machine learning applications.	12/8/2021	6/8/2022	-	38
16274	An augmented reality multimedia hardware and software package designed and patented for patient safety.	11/23/2021	5/23/2022	-	3
14242	A cloud-based computational teaching and learning platform.	11/23/2021	5/23/2022	-	2
16241	Investment app to help young adults to start investing to achieve their financial goals.	11/4/2021	5/4/2022	-	1
12937	A self-sanitizing door handle by ultraviolet (UV) light.	11/3/2021	5/3/2022	-	3
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	4/21/2022	-	1.5
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	10/8/2021	10/8/2022	-	3.5

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
16143	A company that holds the exclusive license to commercialize a novel compound preventing brain cell destruction from BAP.	9/27/2021	3/27/2022	-	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.	9/14/2021	9/14/2022	-	1
8609	Quotation lifecycle management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	9/14/2021	9/14/2022	-	4
12842	Last mile robot delivery solutions.	9/9/2021	3/9/2022	-	4
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	9/1/2021	12/1/2021	-	3
11540	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	8/28/2021	8/28/2022	-	3
15378	A company that provides a robotics platform for autonomous mobility solutions in a variety of industries.	8/23/2021	2/23/2022	-	0.5
15389	A pay-it-forward system to purchase gifts of cheer for their friends and family.	8/19/2021	8/19/2022	-	2
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	2/6/2022	-	3
15352	A venture capital firm.	8/4/2021	8/4/2022	-	1
15264	A creator financing and NFT marketplace.	7/15/2021	1/15/2022	-	4
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	6/21/2021	6/21/2022	-	2.5
0585	Software development with biostatistics and spatial epidemiology.	6/16/2021	12/16/2021	-	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.	6/1/2021	12/1/2021	-	4
15255	Digitization of an existing professional internal auditing methodology.	5/27/2021	11/27/2021	-	2
15179	Capital and technology enabled platform that will aid tenants, help them preserve their capital, and win landlords more lease deals.	4/26/2021	4/26/2022	-	4
15159	Helps healthcare companies know what germs are growing in their clinical environments.	4/26/2021	10/26/2021	-	1
11324	Human behavior prediction using artificial intelligence.	4/9/2021	10/9/2021	-	3.5
15107	An application for peer-to-peer tool and equipment rentals.	4/9/2021	4/9/2022	-	2
6835	Combustion cycle and injection technology.	4/1/2021	4/1/2022	-	30
14829	Training tool for medical purposes.	4/1/2021	10/1/2021	-	0.8
14794	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	3/18/2021	9/17/2021	-	1
11966	Accurately putt using this golf putting aide technology.	2/24/2021	8/24/2021	-	2
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers.	2/17/2021	8/17/2021	-	1
11105	Do-it-yourself financial planning in a digital platform.	2/16/2021	6/30/2022	-	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.	2/16/2021	8/16/2021	-	2.5
8122	Platform for pharmacies and physician offices to source prescription drugs.	2/16/2021	2/16/2024	-	2
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	2/16/2021	2/16/2022	-	2

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
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.	2/15/2021	2/15/2022	-	2.5
8323	System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	2/15/2021	8/15/2021	-	1
11850	A cloud based robo-advisory platform for commodity hedging.	2/15/2021	2/15/2022	-	1
7723	A research and consulting firm focused on transportation and sustainability.	2/15/2021	2/15/2022	-	1
8769	Automated legal document generation software.	2/15/2021	2/15/2022	-	1
11893	Developing a level 4 autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet.	12/1/2020	5/31/2021	-	2
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	10/21/2020	4/20/2021	-	3
7131	An education and evaluation application to reduce high diagnostic error rates.	10/20/2020	4/19/2021	-	1.5
14252	High-definition maps for simulation.	10/20/2020	4/19/2021	-	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.	10/19/2020	4/18/2021	-	9
13680	A centralized portal for individuals to action their rights and view the locations in which personal data has been provided to companies.	8/27/2020	2/26/2021	-	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.	8/10/2020	2/9/2021	-	1
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	7/29/2020	1/28/2021	-	2
11373	Software development studio with a focus on digital games, entertainment, and tools.	7/29/2020	1/28/2021	-	0
11807	A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	7/7/2020	9/13/2021	-	2
12190	Makes control data easy and accessible to build predictive economic models.	5/19/2020	11/18/2020	-	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.	5/1/2020	11/30/2020	-	1
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	2/1/2020	7/31/2020	-	2.5
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	5/23/2019	2/10/2022	-	7
7982	Drug discovery SaaS product.	1/1/2019	6/30/2019	-	4
8774	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	1/15/2018	7/16/2018	-	2
8591	Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence prevention (WPV) and active shooter preparedness.	7/19/2017	1/18/2018	-	2
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/2017	7/15/2018	-	3
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/2013	12/31/2016	-	2
SPARK Central 3rd Floor — Suite				16	18
2203	Online furniture inventory management that allows targeted retailer interaction.	1/1/2022	1/1/2023	10	10

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
8806	Turnkey passive home entry module.	10/1/2019	9/30/2021	6	8
SPARK Central 4th Floor — Designated Desk				26	20
7617	U-M Startup accelerator.	4/1/2022	4/1/2023	20	2
4803	An intuitive integrated display that retrieves medical data.	9/14/2021	9/14/2022	1	5
8050	Employee engagement SaaS app.	7/22/2020	1/21/2021	4	12
11476	Postmodern enterprise resource planning (ERP), enabling businesses to run more efficiently and eliminate wasteful activities.	3/18/2020	9/18/2020	1	1
SPARK Central 4th Floor — Flex Desk				2	3
16371	Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	2/25/2022	8/25/2022	2	3
SPARK Central 4th Floor — Virtual Desk				0	45
15196	A children's app aimed at fostering social and emotional intelligence to three- to seven-year-olds in the U.S.	5/20/2021	11/20/2021	-	3
11960	Background check for customers who use online services.	4/12/2021	10/12/2021	-	2.5
15113	Electric bike manufacturer.	4/1/2021	10/1/2021	-	1
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	9/10/2021	-	4
8543	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	1/22/2021	7/21/2021	-	4
14691	A material innovation company supplying industrial hemp to the automotive plastics market.	1/11/2021	7/10/2021	-	5
8189	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	1/1/2021	6/30/2021	-	13
11691	Focus on bringing the therapeutic benefits of nitric oxide to market.	11/6/2020	5/5/2021	-	11.5
6407	Home care assistant services for household duties to light non-medical personal care applicants.	6/26/2020	12/25/2020	-	1
SPARK East — Designated Desk				2	2
8912	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	10/22/2021	10/22/2022	2	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.	12/8/2021	6/8/2022	2	13
15281	Automated small to medium business loan approval process to accelerate loan approval.	7/22/2021	1/22/2022	1	4.5
8636	Guided meditation and respiratory biofeedback application.	2/16/2021	8/16/2021	1	2
8255	Communications software for business-to-business or business-to-consumer.	2/15/2021	2/15/2022	1	4
SPARK East — Virtual Desk				-	51.5
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.	1/24/2022	1/24/2023	-	3.5
15326	Digital fitness technology that relies on data analytics process flows.	11/16/2021	3/31/2022	-	1.5
12260	To reduce medical supply surplus by providing end-to-end supply tracking and management solutions.	10/25/2021	4/25/2022	-	2.5
16236	On-demand freight forwarding and transit services.	10/25/2021	4/25/2022	-	1
15408	A portable document and photo scanner.	9/7/2021	3/7/2022	-	1
15282	A digital identity and vital information storage and exchange platform.	7/7/2021	1/7/2022	-	2
12902	A drug formulation to help chronic kidney disease patients.	7/1/2021	7/1/2022	-	2
8457	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	3/23/2021	3/23/2022	-	3
11252	Two wheeled 'series hybrid' for developing markets.	2/18/2021	2/18/2022	-	1

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
11880	In-application music discovery competitions that reward listeners for competing and discovering new music.	2/16/2021	2/16/2022	-	0.5
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	2/16/2021	2/16/2022	-	5
11985	Self-contained, pre-engineered, and pre-configured, mobile solar nano grids with a variety of solutions inside the nano grid.	2/15/2021	2/15/2022	-	10
8132	DNA and bioinformatics analysis and collaboration platform.	2/15/2021	2/15/2022	-	1
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2/12/2021	8/11/2021	-	4
14668	Plant-based braiding hair designed to reduce irritation and pollution from synthetic braiding hair.	1/20/2021	7/18/2021	-	2
11953	Test technology for color measurement in paint for quality control.	1/1/2021	6/30/2021	-	1
14226	Web application that tailors to companies in search of qualified technology-based suppliers.	9/18/2020	3/17/2021	-	1
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.	8/24/2020	2/23/2021	-	1
12884	Eco-friendly prescription medication bottle manufacturing.	8/6/2020	2/5/2021	-	2
11831	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/2019	10/31/2020	-	1
8366	Physiological performance data analytics company.	10/10/2019	1/9/2020	-	2.5
3549	Disposable patient lifting system.	9/7/2010	3/31/2016	-	3
SPARK East — Suite				13	10
11661	Industry 4.0, smart inspection for manufacturing.	2/15/2022	8/15/2022	6	3
1782	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	3/15/2019	3/15/2024	7	7
Total (117 Companies)				80	462.8

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
1/11/2022	ACE Webinar Your Small Business - IT Ain't So Small	17	During this event, UHY consultant Cary Grigg will present a modern perspective on the IT and systems challenges facing today's small businesses.
1/18/2022	ACE Webinar Setting Your Business Up for Financial Success	15	Participants will leave with financial tips to help their companies become more successful. This workshop is perfect for new business startups and existing businesses that need to change the way they manage their finances and operate their business.
1/19/2022	Inclusive Workplace Series: DEI Awareness	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.
1/25/2022	ACE Webinar Best Practices for Growing a Business to Effectively Manage or Exit	11	In this session, business owners will learn about the financial, operational, and strategic infrastructure that the best performing businesses use to grow year over year and eventually exit.

Event Date	Event Name	Attendees	Event Description
1/26/2022	Inclusive Workplace Series: Unconscious Bias Training	14	In this Unconscious Bias training 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 working in and building high-performing teams, and recognize key characteristics to promote inclusive workplaces, even in the face of opposition.
2/9/2022	Inclusive Workplace Series Navigating Workplace Harassment	12	In this Navigating Workplace Harassment session, participants will: gain a general awareness of the types of harassment that may occur in today's workplace and an understanding of the minimum standards of behavior. Understand how everyone has a role in creating a harassment-free culture. Gain awareness of organizational policies and steps to report potential inappropriate conduct.
2/16/2022	Inclusive Workplace Series Intro to Building a Diverse Workplace	17	This webinar is for leaders at small and medium size organizations who want to get started on DEI or take their DEI efforts to the next level, but need help to focus their efforts, engage the whole organization, and show ROI.
2/22/2022	ACE Webinar The Fork in the Road - Is M&A or Succession Right for You?	15	Are you looking to transition your business to the next generation? Are you looking to sell your business? We seek opportunities for business owners to maximize their return on investment, while minimizing risks. In an environment in which transactions are becoming more and more complex, companies are relying on strategic and financial business advisors with credentialed expertise to manage and/or assist in the transaction process
2/23/2022	Inclusive Workplace Series Cultural Competency	11	In this Cultural Competency session, participants will: identify the elements of cultural competence in the workplace, understand how values and communication styles differ across various cultures, develop the skills needed to practice respectful and caring behavior towards culturally diverse groups and individuals.
2/25/2022	Ypsi 1st Hour	45	While our usual "Ypsi 9th Hour" networking event is still on-hold, we're going virtual with a 1st Hour coffee chat. We've got an interactive networking platform (nope, it's not Zoom!) and a local coffee partner – now we just need you.
3/2/2022	A2 Mobility Tech Meetup - 2022 Kickoff Event w Keynote, Kerry Duggan	52	For entrepreneurs in the mobility and energy space, the policy environment is as important as it is ever-changing. Join us for a timely update from Kerry Duggan – former White House policy leader and current founding director of the University of Michigan Sustainability Clinic.
3/9/2022	Inclusive Workplace Series DEI Awareness	11	In this DEI Awareness session, participants will: define diversity, equity, and inclusion (DEI), understand individual differences and diversity domains, gain awareness of unconscious bias and where it comes from, identify instances of devaluing others through small, subconscious behaviors, micro inequities, and attribution errors, and learn how to address conflict, and foster a culture of inclusion and respect.
3/15/2022	SPARK Boot Camp Celebration & Pitch Competition	91	On March 15, A2 NewTech will host the finalists of Ann Arbor SPARK's Entrepreneurial Boot Camp Spring 2022 cohort.
3/16/2022	Inclusive Workplace Series Unconscious Bias Training	11	In this Unconscious Bias training 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 working in and building high-performing teams, leaders: recognize key characteristics to promote inclusive workplaces, even in the face of opposition.
3/22/2022	ACE Webinar Customer Discovery – The Secret to Startup Success	13	Join us for this two-part workshop to learn the fundamentals of customer discovery. Session one on March 22 will introduce the key customer discovery concepts and ground rules – along with pro tips for framing the right questions and how to conduct an effective interview. After you've had the chance to create your customer discovery plan, the second workshop on April 12 will provide hands-on practice with guidance from our expert coaches.

Event Date	Event Name	Attendees	Event Description
3/23/2022	Inclusive Workplace Series Navigating Workplace Harassment	4	In this Navigating Workplace Harassment session, participants will: gain a general awareness of the types of harassment that may occur in today's workplace and an understanding of the minimum standards of behavior, understand how everyone has a role in creating a harassment-free culture, and gain awareness of organizational policies and steps to report potential inappropriate conduct.
Total (16 Events)		358	

Microloans

Number of loans currently outstanding:	6
Current total loan amount outstanding	\$401,190.40
Loan amounts repaid this fiscal year	\$38,250
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	\$44,000
Current balance of the microloan account	\$60,752.03

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		\$142,990,634
9923	Morgan Stanley	\$250,000
11105	iD Ventures America, Reseda Group, The Impact Seat	-
7117	Beringea	\$20,000,000
8761	Google Ventures, Decibel, and Greylock Partners	\$35,000,000
7466	FinTop Fund	\$4,740,634
8341	Mirai Creation Fund II, Tokio Marine and Toyota Tsusho, Toyota Ventures, Millennium Technology Value Partners, Cyrus Capital Partners, 1843 Capital, BMW I Ventures, and Bay Lake Ventures.	\$83,000,000
Angel		\$1,185,490
7466	-	\$259,365
8806	-	\$926,125
Corporate/University/Foundation		\$650,000
4471	Mission Federal Credit Union	\$200,000
8806	Continental Automotive Systems	\$400,000
8658	Pax Momentum	\$50,000
Total (11 Companies)		\$144,826,124

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. **SalesForce** – additional seats: (\$303.48) — Customer relationship management system used to record and track client relationships.
3. **TrueJobs:** (\$5,550.00) — The backend to our job portal.
4. **Robin:** (\$11,160) — Workplace experience software platform.





Total: \$18,138.48

Integrated Marketing Plan



Marketing Performance Metrics | Q3

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 21 – 22, Q3	Compared to Last Quarter	Compared to Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	64,872	+1%	+11%
Video Views 	Video views on multiple platforms to reach wider audiences.	124,135	+21%	-32%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	2,400,148	+47%	+72%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	123,997	-13%	-32%

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 46 sessions with 17 companies, one was a new marketing client.

Uniq ID	Marketing Strategy Type	Sessions	New Company
15259	Strategic marketing session.	1	
8255	Strategic marketing session and marketing referral.	2	
0585	Marketing needs assessment and strategic marketing session.	3	1
15282	Marketing referral, content development, and strategic marketing session.	3	
15386	Strategic marketing session, strategic marketing session, content development, and content review and edits.	7	
15281	Strategic marketing session.	1	
15410	Strategic marketing session and content review and edits.	2	
8457	Strategic marketing session.	4	
11838	Content development.	1	
16247	Marketing needs assessment and strategic marketing session.	2	
7282	Strategic marketing session.	2	
15288	Strategic marketing session, content development, marketing referral, and content review and edits.	9	
8777	Strategic marketing session.	1	
6977	Strategic marketing session, marketing referral, and content review and edits.	8	
2203	Content review and edits and strategic marketing session.	6	
Total (15 Companies)		52	1

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 is a few takeaways from their performance over the last quarter.

Business Accelerator Intake [Phase I]

12 Total requests received

11 Requests non-tech

1 Qualified lead referred to Lenawee Now

Company Created

Healthcare tech 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

One event — Lenawee County Stakeholders Meeting, February 1, 2022, held at the Lenawee Now offices.

Capital Raised

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

Methodology

Jobs Created: 0

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 complete an online form 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 its 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 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 percent. The response rates for 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.

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

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.

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.