

LDFA REPORT 2024 - 2025

ANN ARBOR/YPSILANTI SMARTZONE

Q3

241 COMPANIES
SERVED

3 JOBS
CREATED

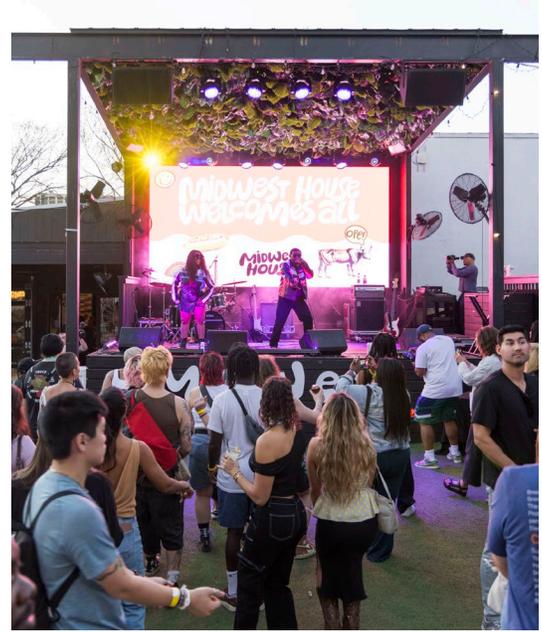
19 COMPANIES
CREATED

\$48.8M FUNDS
RAISED
INVESTMENTS & GRANTS

\$533K
DIRECT SUPPORT

Ann Arbor SPARK at SXSW 2025: Elevating Michigan Innovation on a Global Stage

Ann Arbor SPARK co-hosted Michigan Day at SXSW 2025 on March 11 at the Midwest House in Austin, Texas, showcasing the state's innovation and entrepreneurial energy on a global platform. A highlight of the event was the panel discussion, "Unlocking Capital for Early-Stage Startups: Strategies for Success in Michigan's Evolving Funding Landscape," moderated by Mike Flanagan, SPARK's Vice President of Capital Programs. Panelists included Crystal Brown of Circnova, Jim Tenzillo of VentureNext, and Josef Hjelmaker of Electric Outdoors, who shared insights on the challenges and opportunities of raising capital in Michigan's growing startup ecosystem. Ann Arbor SPARK client, Intero Biosystems, received credible investor interest as a direct result of attending SXSW 2025. Their participation in the event provided valuable exposure to national and international investors, opening doors to potential funding opportunities and strategic partnerships. The event also spotlighted Michigan's cutting-edge technology, investment potential, and success stories from local startups. Attendees connected with founders, investors, and industry leaders while enjoying Michigan-made products and themed giveaways.



Livsee™ Closes Oversubscribed Pre-Seed Funding Round

Livsee™, a proptech startup innovating the rental market, recently announced an oversubscribed pre-seed funding round. Livsee™, led by Founder Andrea M. Taylor, is tackling long-standing challenges in multifamily leasing and lead management with AI-powered marketing solutions. Livsee leverages AI powered by natural language models and proprietary data to connect apartment owners with renters, streamlining the leasing

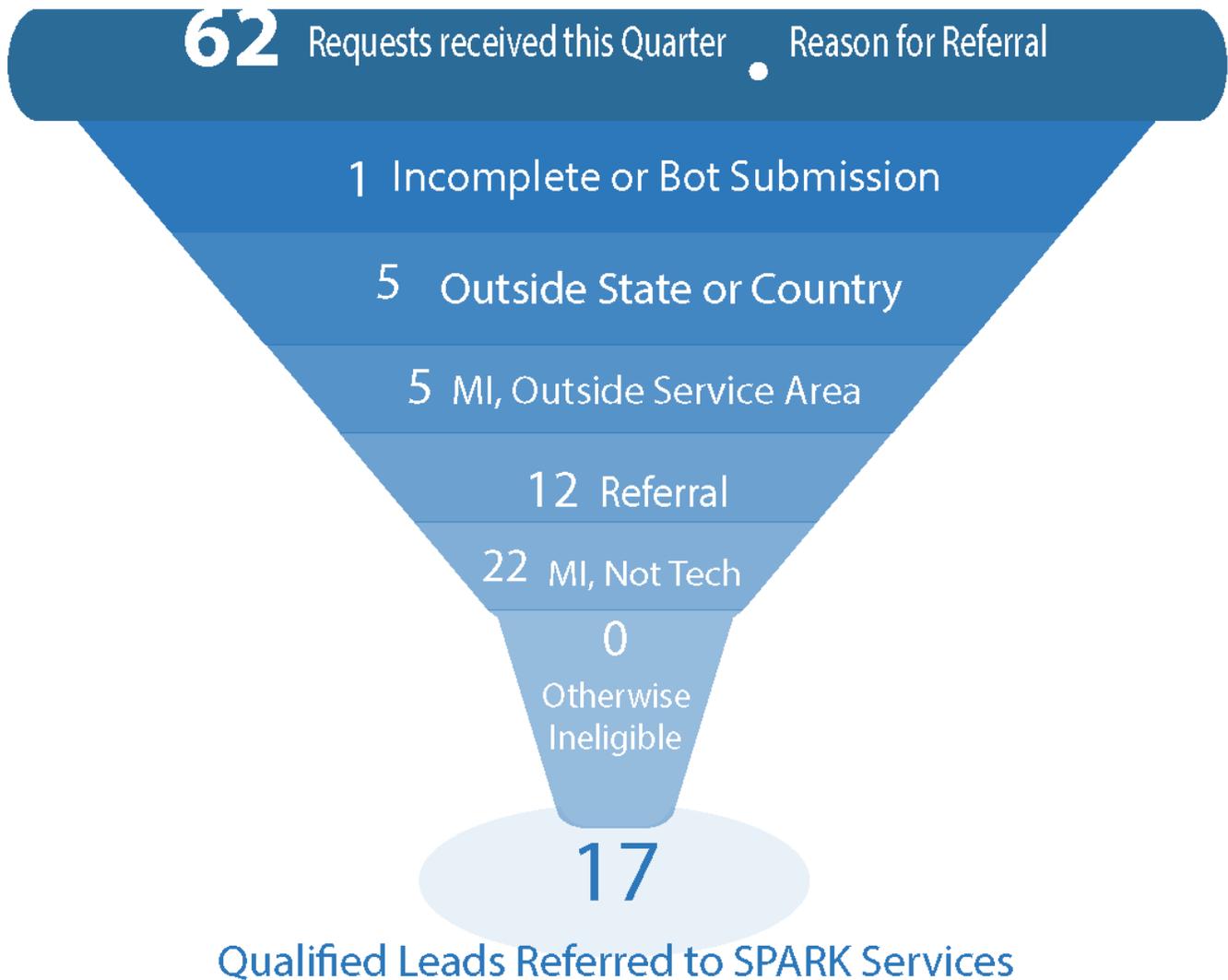


process and optimizing pricing based on real-time demand rather than outdated algorithms. Their innovation lies in making apartment searches easier for renters while helping property owners lease vacant units faster, improving revenue with a dual revenue model—subscription-based remarketing and lease completion fees.

Their platform combines advanced personalization with dynamic discount strategies, setting them apart from competitors, and is backed by an experienced team with multiple startup exits.

Minority founder Andrea Taylor came to Ann Arbor after attending a2Tech360's Women in Tech event and has moved business operations to Bamboo Ann Arbor. Since becoming a client in October 2024, SPARK has provided Livsee with Business Accelerator funds to support ancillary development to land a paid pilot program. An LDFA Entrepreneur-in-Residence project is supporting marketing strategy and execution of marketing activities. In December, Livsee closed \$400,000 in capital investment, which will carry them into revenue generation. The successful attraction and continued engagement of the innovative company highlights the positive impact of SPARK's marketing outreach and the support provided through Business Accelerator Services.

Ann Arbor SPARK Quarterly Report: January 1, 2025 –March 31, 2025



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
17683MU	Developing a novel diagnostic system that enables real-time process monitoring of ships.
17858	Creating a new kind of game series and development platform that supports non-clinical therapy. Leveraging a unique fusion of engaging, narrative video games with mental health tools personally designed and vetted by our team's therapists' real-world practices.
17930Y	Enhances the student experience in the USA by offering diverse options for both international and domestic students.
17865Y	A comprehensive solution for property management and tenant engagement, tailored for landlords, property managers, and syndicators
17833	Offers a cutting-edge genetic testing service combined with an AI-powered symptom checker to help individuals identify the potential genetic causes behind unexplained symptoms.
17873	Empowers marketers to configure and implement their own 1st-party JavaScript cookies, which can pass key marketing attribution details through hidden fields for all major CRMs and website form providers.
17834U	Building the world's first fully-throwable smart baseball capable of measuring real-time finger placement and pressure.
17949	A comprehensive platform that will integrate and replace hospital and nursing home referral and bed management systems to optimize patient discharges from the hospital to secondary sites of care (post-acute).
17933	An AI-powered lifelong health companion, seamlessly integrating medical information across providers and insurers to deliver personalized health guidance.
17934M	An AI-powered platform that automates compliance and usability evaluations for Human-Machine Interfaces (HMIs) in industries with stringent regulatory requirements, starting with the automotive sector.
17826	Uses AI to help apartment owners connect with renters and offer best in class pricing, resulting in more leases.
17900	Empower users with a reliable, easy-to-use tool for reliable, robust deepfake detection and content authentication with insightful explanations.
17382U	Creating a vitreous biopsy device.
17951	Creating a solution that will convert a static process flow diagram into a discrete event simulation model.
17827	A Decision Workspace that provides individuals and teams the ability to organize/track decisions, simulate those decisions/meetings with AI, and embed those decisions into their existing workflows.
17953U	AI-Powered Surgical Guidance Systems
17817M	Design and development of optoelectronic devices. Addresses the need for low-cost, easily integrated vehicular wireless communications hardware for line-of-sight communications.
17857M	Builds electric cars and trucks
17902U	An AI-driven SaaS platform that revolutionizes how research institutions evaluate innovations for commercialization.
Total (19 Companies)	

Business Acceleration

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

Uniq ID	Description	FTEs	Billed Support
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.	2	\$2,000.00

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

Uniq ID	Description	FTEs	Billed Support
11147		4.5	\$4,000.00
Autonomous drone designed to find a person overboard and to let them know that help is coming.	Legal services - IP.	4.5	\$4,000.00
11708U		5	\$15,000.00
Software innovations for advanced manufacturing automation with our current product being vibration compensation software.	Marketing and Sales consulting services.	5	\$5,000.00
	Marketing and Sales consulting services.	5	\$5,000.00
	Marketing and Sales consulting services.	5	\$5,000.00
11791U		3	\$3,150.00
Addresses disruptive CO2 emissions convert into hydrocarbon fuels.	Website development for seed round	3	\$3,150.00
11859		4	\$300.00
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	\$300.00
12074		2	\$15,000.00
A martech platform built to elevate creators and showcase a brand's purpose authentically through content.	Develop Detailed Wireframes. Design Technology Infrastructure. Testing.	2	\$13,260.00
	Develop Detailed Wireframes. Design Technology Infrastructure. Testing.	2	\$1,740.00
12676Y		3	\$7,000.00
Developing flexible sensors.	Website Redesign.	3	\$2,500.00
	Website Redesign.	3	\$4,500.00
12840MU		1	\$5,750.00
An online peer-to-peer marketplace for parking aimed at solving parking availability and affordability problem on college campuses by using empty driveway space.	Create and Manage marketing campaigns	1	\$2,875.00
	Create and Manage marketing campaigns	1	\$2,875.00
12886M		2	\$10,000.00
A platform for independent mechanics to schedule appointments and payments for at-home car services.	Mobile App Development	2	\$10,000.00
12902Y		3	\$1,000.00
A drug formulation to help chronic kidney disease patients.	Efficacy Testing Models of Compounds for CKD therapy investigation for select small molecules(s) in CKD.	3	\$1,000.00

Uniq ID	Description	FTEs	Billed Support
14747		3	\$2,540.00
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	\$2,540.00
14794U		2	\$6,375.00
A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	Photo and video marketing materials	2	\$6,375.00
15134U		5	\$10,000.00
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.	Marketing strategy and campaign.	5	\$5,000.00
	Marketing strategy and campaign.	5	\$5,000.00
15410M		2	\$3,960.00
An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	Accounting Services	2	\$3,960.00
16154U		2	\$3,500.00
A urinary catheter extension for early UTI detection.	FDA pre-submission meeting support	2	\$3,500.00
16196U		1	\$1,341.00
A room-sized augmented reality (AR) system for inclusive play and exercise.	Accounting/Financial: Registration, accounting system setup, payroll setup, annual statements & return.	1	\$680.50
	Accounting/Financial: Registration, accounting system setup, payroll setup, annual statements & return.	1	\$660.50
16420		3	\$2,500.00
A multi-tiered building-integrated thermometric home energy management system (HEMS) applied at the interior, surface-level of the building envelope.	Legal: Patent work.	3	\$2,500.00
16538		2	\$2,873.81
A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	Accounting and bookkeeping assistance.	2	\$300.00
	Accounting and bookkeeping assistance.	2	\$61.81
	Accounting and bookkeeping assistance.	2	\$300.00
	Accounting and bookkeeping assistance.	2	\$300.00

Uniq ID	Description	FTEs	Billed Support
	Legal: Founder consulting agreement and equity grant documents. Assistance with fundraising.	2	\$1,912.00
16542		8.5	\$8,765.00
Works with organizations to implement innovative, equitable, and sustainable climate solutions that make an impact.	GHG Data Collection Tool	8.5	\$760.00
	GHG Data Collection Tool	8.5	\$1,055.00
	Marketing Campaign	8.5	\$2,500.00
	GHG Data Collection Tool	8.5	\$950.00
	Marketing Campaign	8.5	\$3,500.00
16577		25	\$4,400.00
An outpatient mental health center.	SEO and Marketing Management	25	\$2,400.00
	SEO and Marketing Management	25	\$1,500.00
	SEO and Marketing Management	25	\$500.00
16587		8	\$5,000.00
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
16603MU		2	\$2,855.00
A novel direct injection, fuel injection system, that permits the operation of an internal combustion engine on a variety of low carbon intensity and "carbon free" fuels including: dimethyl ether (focus of initial efforts), ammonia, methanol and others.	Accounting system set up and training; invoice prep, reconciliation, reports, and tax compliances	2	\$2,855.00
16613		2	\$9,000.00
Enables customers to plan amazing trips in a fraction of the time by providing them with hyper-personal recommendations in their upcoming destination.	Website redesign	2	\$9,000.00
16625		1	\$829.00
A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	Legal: Advisor Agreement and Equity Grant agreement.	1	\$97.00
	Legal: Advisor Agreement and Equity Grant agreement.	1	\$489.50
	Legal: Advisor Agreement and Equity Grant agreement.	1	\$242.50

Uniq ID	Description	FTEs	Billed Support
16722		2	\$2,000.00
A search engine for "alternative TLDs" that use gTLDs or Web3 TLDs (such as Handshake).	Legal services - trademark.	2	\$2,000.00
16745U		3	\$4,230.00
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	\$4,230.00
16813		2	\$1,927.00
An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	Legal: Terms and conditions relative to Sales Documents.	2	\$260.00
	Data extraction and AI filter development strategy	2	\$1,667.00
16833		2	\$2,965.50
Making real, fun, engaging games that also end up having therapeutic qualities and educate our players about their mental health.	Project management, stakeholders communications, database maintenance	2	\$250.00
	Ancillary product development to improve the design of the survey tool	2	\$500.00
	Social media and Discord community engagement to increase followers	2	\$370.00
	Social media and Discord community engagement to increase followers	2	\$95.50
	Ancillary product development to improve the design of the survey tool	2	\$750.00
	Project management, stakeholders communications, database maintenance	2	\$250.00
	Ancillary product development to improve the design of the survey tool	2	\$750.00
16969		7	\$1,900.00
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	\$1,900.00
16984		3	\$3,911.25

Uniq ID	Description	FTEs	Billed Support
	Delaware corporate formation, shareholders agreement, IP assignment and subscription, option agreement, and NDA/Third Party Contract reviews.	3	\$3,911.25
16985U		4	\$5,550.00
	An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	4	\$5,550.00
16999U		6	\$5,264.00
	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.	6	\$264.00
	P&L, BS, CF, Payroll, Sales tax and compliance, Cash flow planning and forecasting, Management of accounting and bookkeeping processes	6	\$264.00
	Strategy development and implementation.	6	\$5,000.00
17033U		0	\$2,400.00
	Development and testing of an integrated partner matching and recommendation algorithm.	0	\$600.00
	Delivering a backend development and database architecture for securing housing and accessing client's user data.	0	\$600.00
	Development and testing of an integrated partner matching and recommendation algorithm.	0	\$1,200.00
17053YU		2	\$2,290.00
	Legal Services: Patent work.	2	\$1,040.00
	Ubiquitin-Proteasome Protein Degradation Pathway Animation Project	2	\$1,250.00
17057Y		0	\$152.50
	An AI-powered teaching assistant that helps students learn more effectively and efficiently.	0	\$152.50
17105U		2	\$3,000.00
	Accounting and tax services	0	\$152.50
	Utilizing intelligent document scanning and machine learning, to optimize translational animal model experiments.	2	\$3,000.00
	Help prepare corporate and state tax returns, including assessing financial records, preparing the return documents, and filing the returns.	2	\$3,000.00
17157Y		1.5	\$4,200.00

Uniq ID	Description	FTEs	Billed Support
	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	B2B Partner Template Contract	1.5 \$1,200.00
		Website Update.	1.5 \$3,000.00
17174Y		1	\$5,400.00
Remote job board	Enhance existing software platform with features	1	\$2,700.00
	Enhance existing software platform with features	1	\$2,700.00
17278Y		1	\$2,999.00
B2B software solution with an easy to use ticketing system, database, and data analytics.	Legal Services: IP assistance	1	\$2,000.00
	Marketing strategy	1	\$999.00
17280		2	\$375.82
Supervised Clinical Practice software	accounting advice on setting up quickbooks in accordance to GAAP and get some tax advice for its filing.	2	\$375.82
17302U		2	\$11,000.00
A K-8 digital platform that helps teachers deliver engaging curriculum with fidelity.	Legal: Licensing agreement. Legal services to support fundraising.	2	\$5,000.00
	Government consulting services.	2	\$4,000.00
	Marketing services.	2	\$2,000.00
17306		1	\$5,000.00
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	Decision matrix, 3D CAD Files, Prototypes.	1	\$5,000.00
17327		3.5	\$517.50
An Artificial Intelligence SaaS platform that empowers organizations to transform their business by providing easy to use but deep AI capabilities and an ecosystem.	Review and update order form. Review and update End User License Agreement. Channels partner agreement with same EULA and Order form. Preparation of additional customer facing agreements as needed	3.5	\$517.50
17342		0.5	\$1,250.00
Developing anti-caries probiotics.	Development of a product stability plan. Product development including packaging and formulation specifications. Advising on claim development and substantiation.	0.5	\$850.00

Uniq ID	Description	FTEs	Billed Support
	Development of a product stability plan. Product development including packaging and formulation specifications. Advising on claim development and substantiation.	0.5	\$400.00
17354		2	\$2,375.00
A novel intestinal organoid model.	Initial Accounting Setup	2	\$325.00
	Initial Accounting Setup	2	\$2,050.00
17359		15	\$7,080.00
SaaS product that uses AI to generate interactive video.	Legal: Conversion, SPV, stock option & award agreements, Consulting & founder consulting agreements.	15	\$5,405.00
	Legal: Conversion, SPV, stock option & award agreements, Consulting & founder consulting agreements.	15	\$1,675.00
17382U		4	\$2,500.00
Creating a vitreous biopsy device.	Legal services: convertible note.	4	\$2,500.00
17383		2	\$2,000.00
Enhancing the performance of AI algorithms.	Legal; Formation, shareholder documents, IP agreement.	2	\$2,000.00
17403U		1	\$705.00
A health education program for patients who have chronic kidney disease and renal dietitians.	5-page Website Design. Blog Setup. eCommerce Setup. Logo Design, handouts.	1	\$705.00
17416U		1.5	\$3,266.00
Detects manipulated images, audio, and video, including deepfakes, propounding trust in the integrity of the markets where it is deployed.	Legal- license negotiation with U-M.	1.5	\$266.00
	Legal services: formation.	1.5	\$3,000.00
17421MU		1.5	\$1,350.00
Developing a modular unmanned surface vessel robot, with state-of-the-art autonomous capabilities, that can be customized depending on the applications need.	Legal Services: LLC Formation, IP Doc Review	1.5	\$750.00
	Legal Services: Membership Agreement	1.5	\$600.00
17424Y		1	\$4,000.00
A sophisticated tool automating business plans, financial models, and forecasts.	Develop the phase 2 of the Python library	1	\$2,000.00

Uniq ID	Description	FTEs	Billed Support
A sophisticated tool automating business plans, financial models, and forecasts.	Legal Services: Trademark application. No filing fees included.	1	\$2,000.00
17434MU		3.5	\$4,500.00
An efficient autonomous mobility system.	Accounting system setup & training using Quickbooks Online. Quarterly check-ins to review accounting transactions and touch on forward looking plans. Year-end accounting and tax compliance – Federal and state. Miscellaneous consulting as needed.	3.5	\$2,500.00
	Legal consulting for board docs, option docs, LOI draft	3.5	\$2,000.00
17468		2	\$900.00
Developing a targeted anti-cancer drug designed to prevent, or significantly delay, metastasis in patients diagnosed with triple-negative breast cancer.	Accounting and tax services	2	\$900.00
17490Y		1.5	\$2,400.00
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	\$2,400.00
17508U		3	\$10,000.00
Provides professional services in the design optimization of shapes for minimum drag, such as aircraft, hydrofoils, and cars. Aims to sell a product in the form of software for the optimization of shapes in various transportation vehicles to automatically reduce aerodynamic drag.	Legal Services	3	\$10,000.00
17522		2	\$10,806.50
A software solution to deploy development and test virtual infrastructure.	Legal Services: Conversion. No Filing fees included.	2	\$2,133.00
	Legal Services: Conversion. No Filing fees included.	2	\$3,673.50
	Webapp Development.	2	\$5,000.00
17533U		0.5	\$2,500.00
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	Legal services: MOU, NDA, Advisor Agreement.	0.5	\$2,112.00

Uniq ID	Description	FTEs	Billed Support
high quality and provide it for the energy research community.	Legal services: MOU, NDA, Advisor Agreement.	0.5	\$388.00
17542U		1	\$6,003.00
Developing a unique adsorbent for both PFOS and PFOA.	Logo and website design.	1	\$5,000.00
	Legal services: formation; UM Licensing Negotiation.	1	\$1,003.00
17598		0	\$5,238.20
An online prealgebra skill building program developed in Flint Michigan for students K through adult-ed.	Trade Show Presence: Design of Merchandise, booth. Delivery Coordination. Limited booth, merchandise production.	0	\$5,238.20
17603		4	\$25,000.00
Creating preventative telecom solutions to bolster network reliability and reduce associated costs.	Marketing, PR, competitive analysis	4	\$25,000.00
17609		1	\$592.00
An educational video game that teaches anatomy, physiology, and some biochemistry in an integrated and interactive way.	Legal: Contract review, IP Counseling, brand protection, document review.	1	\$592.00
17655Y		1	\$5,000.00
A portfolio platform for the professional and technical workforce striving to bring more transparency and authenticity into the talent ecosystem.	Website Development.	1	\$5,000.00
17659		1.5	\$3,630.00
Developing an optical structure integrated into a fiber, which itself can be interlaced directly into fabrics and apparel using standard textile manufacturing processes.	IP strategy consulting	1.5	\$3,500.00
	Legal support with negotiating with university and advise on patent license	1.5	\$130.00
17667		5	\$9,980.00
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.	Legal: Equity updates, Employee/consultant agreements, Loan documents, Draft commercial terms, Due diligence, privacy policy.	5	\$9,500.00
	Legal: Equity updates, Employee/consultant agreements, Loan documents, Draft commercial terms, Due diligence, privacy policy.	5	\$384.00

Uniq ID	Description	FTEs	Billed Support
	Legal: Equity updates, Employee/consultant agreements, Loan documents, Draft commercial terms, Due diligence, privacy policy.	5	\$96.00
17683MU		3	\$4,612.50
Developing a novel diagnostic system that enables real-time process monitoring of ships.	Legal: License and formation	3	\$2,972.50
	Grant Writing Support	3	\$500.00
	Legal: License and formation	3	\$1,140.00
17712		1	\$15,881.50
A global, multi-lingual sales enablement platform that supports the healthcare continuum.	Website development and one-pager.	1	\$517.50
	Website development and one-pager.	1	\$1,104.00
	Consulting - compliance.	1	\$2,333.00
	Marketing - Product overview video.	1	\$6,510.00
	Voice over for promotional video.	1	\$750.00
	Consulting - compliance.	1	\$4,667.00
17827		2	\$300.00
A Decision Workspace that provides individuals and teams the ability to organize/track decisions, simulate those decisions/meetings with AI, and embed those decisions into their existing workflows.	Initial messaging drafts. Collaborative review and refinement. Final recommended messaging for landing page	2	\$300.00
17830U		1.2	\$3,600.00
A gamified sleep and screen time management device designed to improve bedtime routines for smartphone users of all ages.	Setup accounting system according to GAAP	1.2	\$600.00
A gamified sleep and screen time management device designed to improve bedtime routines for smartphone users of all ages.	Register a new multi-member LLC, draft an operating agreement and any related agreements, and register with the IRS to obtain an EIN Formalize the Co-Founder Agreement.	1.2	\$3,000.00
17833		1	\$900.00

Uniq ID	Description	FTEs	Billed Support
	Offers a cutting-edge genetic testing service combined with an AI-powered symptom checker to help individuals identify the potential genetic causes behind unexplained symptoms.	Content Writing.	1 \$900.00
17834U		2	\$950.00
	Building the world's first fully-throwable smart baseball capable of measuring real-time finger placement and pressure.	Logo Design, brand guidelines, PPT Template.	2 \$950.00
17857M		3	\$15,000.00
	Builds electric cars and trucks	Designing a refreshed pre-launch website, inc. a landing page refresh pre-SXSW, Creating a private web experience for special orders (NURD), Developing a go-to-market social + content media strategy.	3 \$15,000.00
17859U		0.5	\$1,183.50
	Creating bio printed innovative bone grafts.	Legal: Formation & related agreements, licensing agreement.	0.5 \$1,183.50
17864		1	\$20,700.00
	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
		Develop and refine [client's] sales cycle and sales strategy and find strategic opportunities for sales.	1 \$3,000.00
		Develop brand identity. Packaging Design & Marketing Materials	1 \$1,000.00
		Develop brand identity. Packaging Design & Marketing Materials	1 \$6,000.00
		Develop and refine [client's] sales cycle and sales strategy and find strategic opportunities for sales.	1 \$2,000.00
		Updated Sales Strategy & Playbook, Pipeline Framework, ICP Contacts	1 \$1,500.00
		Professional photography and videography services	1 \$4,200.00
17871			2
	An innovative solution for individuals facing stability and mobility challenges when getting in and out of vehicles	Legal services related to formation and IP consultation	2 \$3,250.00
17873		3	\$5,000.00

Uniq ID	Description	FTEs	Billed Support
	Empowers marketers to configure and implement their own 1st-party JavaScript cookies, which can pass key marketing attribution details through hidden fields for all major CRMs and website form providers.	3	\$5,000.00
17953U		2	\$5,000.00
	AI-Powered Surgical Guidance Systems	2	\$5,000.00
17980U		2	\$864.50
	Bone targeting therapeutics.	2	\$864.50
8189M		20	\$5,401.04
	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	20	\$2,346.04
		20	\$3,055.00
8377		2	\$1,406.05
	Software to enable companies to detect and respond to ransomware.	2	\$1,406.05
Total (79 Companies)		239	\$385,346.17

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	Description	FTEs	Billed Support
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	\$500.00

Uniq ID	Description	FTEs	Billed Support
17174Y	Remote job board	1	\$6,050.00
15272	A prophylactic Pseudomonas aeruginosa (Pa) vaccine created from a proprietary vaccine development platform.	2.5	\$5,775.00
11540MU	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	3	\$13,000.00
16985U	An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	4	\$5,200.00
17053YU	An innovative platform for the large-scale screening of small molecule-target interactions that significantly accelerates drug-repurposing efforts.	2	\$11,600.00
7282	A Think-Work-Together platform.	2	\$2,000.00
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	\$375.00
17826	Uses AI to help apartment owners connect with renters and offer best in class pricing, resulting in more leases.	2	\$9,250.00
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	\$843.75
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	\$3,937.50
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	\$2,500.00
17416U	Detects manipulated images, audio, and video, including deepfakes, propounding trust in the integrity of the markets where it is deployed.	1.5	\$4,945.00
17763Y	A life science tools company developing novel reagents for molecular biology and molecular diagnostics.	4	\$2,000.00
17864	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.	1	\$2,400.00
17323M	A solar-powered mobility platform designed to provide renewable energy and a 50-mile daily driving range.	1	\$2,800.00

Uniq ID	Description	FTEs	Billed Support
14794U	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	2	\$1,075.00
16928M	A cutting-edge all-in-one hydrogen station with AI/ML energy management system designed to make hydrogen refueling easy, smart, and convenient.	2	\$11,100.00
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	\$6,375.00
Total (23 Companies)		46.5	\$107,326.25

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
12031	Multi-dimensional electromagnetic energy convertor (EMEC) that increases the power density of conventional solar modules.	3	\$1,211.75
14747	A video game advertising agency that helps businesses and brands promote their products.	3	\$600.00
16542	Works with organizations to implement innovative, equitable, and sustainable climate solutions that make an impact.	8.5	\$769.50
16985	An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	4	\$2,325.00
16999U	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.	6	\$2,691.75
16171	Virtual cybersecurity officer services to small and medium-size organizations.	15	\$325.00
17864	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.	1	\$5,507.08
16420U	A multi-tiered building-integrated thermometric home energy management system (HEMS) applied at the interior, surface-level of the building envelope.	3	\$9,280.00
17323	A solar-powered mobility platform designed to provide renewable energy and a 50-mile daily driving range.	1	\$1,535.50
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	\$943.50

Uniq ID	Description	FTEs	Billed Support
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	\$2,840.00
Total (11 Companies)		48.5	\$28,029.08

Digital Engagement Clinic

Uniq ID	Description	FTEs	Billed Support
17358	The Digital Engagement Clinic at EMU (interns employed directly by the Clinic).	-	\$10,923.75

Boot Camp

Uniq ID	Description	FTEs
17949	A comprehensive platform that will integrate and replace hospital and nursing home referral and bed management systems to optimize patient discharges from the hospital to secondary sites of care (post-acute).	4.5
17932	An AI-powered virtual health assistant designed to simplify complex medical information for kidney patients.	1
17902	An AI-driven SaaS platform that revolutionizes how research institutions evaluate innovations for commercialization.	1
17934	An AI-powered platform that automates compliance and usability evaluations for Human-Machine Interfaces (HMIs) in industries with stringent regulatory requirements, starting with the automotive sector.	2
17922	A cannabis technology platform to simplify purchasing and inventory management for dispensaries and consumers.	0
17874	A platform technology to measure disease-specific molecular signatures within individual patient samples.	1
17930	Enhances the student experience in the USA by offering diverse options for both international and domestic students.	1
17885	A comprehensive app designed to streamline research management for scientists, academics, and industry researchers	6
17871	An innovative solution for individuals facing stability and mobility challenges when getting in and out of vehicles	2
17342	Developing anti-caries probiotics.	0.5
17833	Offers a cutting-edge genetic testing service combined with an AI-powered symptom checker to help individuals identify the potential genetic causes behind unexplained symptoms.	1
17669	A state-of-the-art simulation toolchain designed to improve the safety performance of autonomous vehicles.	1
Total (12 Companies)		21

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 (93 Companies)			0	323
18024	Providing a network of mobile, portable charging stations.	3/19/2025	-	1
17902U	An AI-driven SaaS platform that revolutionizes how research institutions evaluate innovations for commercialization.	2/17/2025	-	1
17951	Creating a solution that will convert a static process flow diagram into a discrete event simulation model.	2/17/2025	-	2

Uniq ID	Description	Start Date	Desks	FTEs
17382U	Creating a vitreous biopsy device.	2/13/2025	-	4
17900	Empower users with a reliable, easy-to-use tool for reliable, robust deepfake detection and content authentication with insightful explanations.	2/3/2025	-	2
17934M	An AI-powered platform that automates compliance and usability evaluations for Human-Machine Interfaces (HMIs) in industries with stringent regulatory requirements, starting with the automotive sector.	2/1/2025	-	2
17817M	Design and development of optoelectronic devices. Addresses the need for low-cost, easily integrated vehicular wireless communications hardware for line-of-sight communications.	1/28/2025	-	1
17858	Creating a new kind of game series and development platform that supports non-clinical therapy. Leveraging a unique fusion of engaging, narrative video games with mental health tools personally designed and vetted by our team's therapists' real-world practices.	1/17/2025	-	1.5
8774M	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	1/1/2025	-	6.5
17522	A software solution to deploy development and test virtual infrastructure.	12/20/2024	-	2
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	-	5
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	-	13
17787	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
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	-	5
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
17669MU	A state-of-the-art simulation toolchain designed to improve the safety performance of autonomous vehicles.	8/12/2024	-	1

Uniq ID	Description	Start Date	Desks	FTEs
16542	Works with organizations to implement innovative, equitable, and sustainable climate solutions that make an impact.	8/9/2024	-	8.5
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	-	0.5
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	-	3
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
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
17434MU	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
17368M	Developing a patented driver alerting solution to reduce collisions between vehicles and nearby cyclists, motorcyclists, and scooters.	2/1/2024	-	2
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

Uniq ID	Description	Start Date	Desks	FTEs
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
11540MU	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
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
17173MU	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 CO2 build up within the patient and automated CO2 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
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

Uniq ID	Description	Start Date	Desks	FTEs
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
16928M	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
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
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
8774M	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	7/16/2021	-	6.5
15255	Digitization of an existing professional internal auditing methodology.	5/27/2021	-	2

Uniq ID	Description	Start Date	Desks	FTEs
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: Dedicated Desk (3 Companies)			4	21
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	2/17/2025	1	13
13622	Creation of gaming software and merchandise for female audiences.	2/12/2025	2	3
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	5/22/2024	1	5
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 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	55
17865Y	A comprehensive solution for property management and tenant engagement, tailored for landlords, property managers, and syndicators	2/18/2025	-	1
17930Y	Enhances the student experience in the USA by offering diverse options for both international and domestic students.	1/27/2025	-	1
11252Y	Two wheeled 'series hybrid' for developing markets.	11/27/2024	-	1
17829Y	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
12039Y	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	-	3
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

Uniq ID	Description	Start Date	Desks	FTEs
16236Y	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
15408Y	A portable document and photo scanner.	9/7/2021	-	1
6977Y	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	-	4
14226Y	Web application that tailors to companies in search of qualified technology-based suppliers.	9/18/2020	-	1
12929Y	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
1782	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
1.15.2025	Venue Connect Visionary Voices with Missy Stults	Venue by 4M	48	28	Venue Connect, in partnership with Ann Arbor SPARK, is pleased to welcome Dr. Missy Stults, Sustainability and Innovations Director for the City of Ann Arbor. Join us for an insightful conversation as we explore accessible renewable energy using Sustainable Energy

Event Date	Event Name	Location	Attendees	# Ent.	Event Description
					Utilities (SEU) and how community-owned energy solutions can transform our neighborhoods into models of resilience and sustainability.
1.16.2025	Customer Discovery - The Secret to Startup Success (Part One)	Virtual	28	26	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.
1.23.2025	Customer Discovery - The Secret to Startup Success (Part Two)	Virtual	34	30	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.
1.28.2025	CEO Masterclass	Virtual	9	9	CEO Masterclass is an 8-week course where entrepreneurs work with a cohort of their peers to create a personalized map of their journeys as a startup CEO - from where you are now to what you define as success.
1.30.2025	Ask the Investors Office Hours	SPARK Central	6	6	Ask the Investors focuses on educating and guiding Michigan tech founders about early-stage investment. Investor Office Hours will be hosted January 30 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!
1.30.2025	Ypsi 9th Hour: The Back Office Studio	Back Office Studio	117	68	Join us for Ypsi 9th Hour, an after-work social scene of networking and camaraderie! Sponsored and co-created by BOS and Ann Arbor SPARK East Innovation Center, this after-work networking scene is for anyone looking to socialize with like-minded entrepreneurs, business professionals, and independent contractors in a casual, relaxed atmosphere with complimentary refreshments. Whether you own a long-running business in Ypsilanti or are new to the community, come out for our 9th Hour to meet other like-minded folks. Hope to see you there!

Event Date	Event Name	Location	Attendees	# Ent.	Event Description
2.11.2025	CEO Masterclass	Virtual	9	9	CEO Masterclass is an 8-week course where entrepreneurs work with a cohort of their peers to create a personalized map of their journeys as a startup CEO - from where you are now to what you define as success.
2.12.2025	SPARK.ed Accounting Basics for Startups & Small Business	Virtual	50	44	An introduction to accounting basics and best practices. You'll gain actionable insights and learn how to avoid common financial pitfalls while maintaining a healthy cash flow for your startup or small business.
2.13.2025	Customer Discovery - The Secret to Startup Success (Part One)	Virtual	48	37	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.
2.18.2025	SPARK.ed Pricing Your Product	Virtual	64	52	How you price your product can have a huge impact on your business success. We'll explore various pricing models, challenges you may encounter along the way, and the impact your price and model has on your viability and ability to secure funding.
2.20.2025	Customer Discovery - The Secret to Startup Success (Part Two)	Virtual	50	40	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.
2.25.2025	CEO Masterclass	Virtual	9	9	CEO Masterclass is an 8-week course where entrepreneurs work with a cohort of their peers to create a personalized map of their journeys as a startup CEO - from where you are now to what you define as success.
2.27.2025	SPARK.ed Integrated Regulatory & Revenue Growth Strategies for HealthTech	Virtual	21	13	Life science startups face unique challenges in gaining and growing market share. SPARK welcomes Lindsay Klee for an integrated approach to regulatory and reimbursement strategies including monetizing life science innovations, developing compliant regulatory strategies and more.

Event Date	Event Name	Location	Attendees	# Ent.	Event Description
2.27.2025	Ask the Investors Office Hours	In-Person, SCIC	6	6	Ask the Investors focuses on educating and guiding Michigan tech founders about early-stage investment. Investor Office Hours will be hosted January 30 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!
3.6.2025	SPARK.ed Value Proposition Design	Hybrid SCIC + Zoom	62	46	After customer discovery comes value proposition design. In this interactive session, we'll learn how to create compelling messaging that resonates, solves problems in the marketplace, and aligns your team with what your customers want.
3.6.2025	Ypsi 9th Hour: SPARK East	In-Person	107	71	Join us for Ypsi 9th Hour, an after-work social scene of networking and camaraderie! Sponsored and co-created by BOS and Ann Arbor SPARK East Innovation Center, this after-work networking scene is for anyone looking to socialize with like-minded entrepreneurs, business professionals, and independent contractors in a casual, relaxed atmosphere with complimentary refreshments. Whether you own a long-running business in Ypsilanti or are new to the community, come out for our 9th Hour to meet other like-minded folks. Hope to see you there!
3.11.2025	CEO Masterclass	Virtual	9	9	CEO Masterclass is an 8-week course where entrepreneurs work with a cohort of their peers to create a personalized map of their journeys as a startup CEO - from where you are now to what you define as success.
3.13.2025	SPARK.ed Managing a Hybrid Work Environment	Hybrid SCIC + Zoom	16	7	Strike the right balance between meeting business goals and supporting your team's employee experience with HR strategies, tools and insights to optimize your hybrid workplace, creating an environment where productivity and culture thrives.

Event Date	Event Name	Location	Attendees	# Ent.	Event Description
3.25.2025	CEO Masterclass	Virtual	9	9	CEO Masterclass is an 8-week course where entrepreneurs work with a cohort of their peers to create a personalized map of their journeys as a startup CEO - from where you are now to what you define as success.
3.27.2025	Ask the Investors Office Hours	In-Person, SCIC	5	5	Ask the Investors focuses on educating and guiding Michigan tech founders about early-stage investment. Investor Office Hours will be hosted January 30 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!
Total (20 Events)			707	524	

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		\$39,316,250.00
17627U	Undisclosed.	\$3,000,000.00
3368	SaaS Capital [fund]	\$400,000.00
7538U	VCs	\$3,300,000.00
12924	Techstars	\$120,000.00
1286U	TKM Ventures	\$240,000.00
15159	Angels, State VC fund (BRCC)	\$275,000.00
17082M	MI Rise, MOIF, Tahqua Capital, Veolectra, Sparks, angels	\$1,350,000.00
6285MU	Equinor Ventures, Goldman Sachs, Statkraft Ventures	\$20,000,000.00
8806	Various; Plug and Play, CitySide, ID, MAF, Michigan, Rise, others.	\$6,170,000.00
8377	Invest Detroit Ventures, Michigan Rise, and Ann Arbor SPARK	\$550,000.00
17031U	Undisclosed.	\$2,061,250.00
11708U	Undisclosed.	\$400,000.00
17826	SPARK	\$150,000.00
17354	SPARK	\$150,000.00
17826	Ann Arbor SPARK Capital, Michigan Rise, Exit Quotient Ventures, others	\$600,000.00
15159	SPARK	\$50,000.00

17354	Undisclosed.	\$500,000.00
Angel		\$6,670,000.00
16786	Angel	\$170,000.00
11950	Angel	\$6,400,000.00
17902U	Undisclosed.	\$100,000.00
Bank/Lender		\$115,000.00
8332	Venture Debt	\$115,000.00
Founder/Insider		\$200,000.00
2539	Founders	\$200,000.00
Corporate/University/Foundation		\$2,555,000.00
16236YM	Innovation Partnerships	\$15,000.00
8774M	U.S. Department of Transportation	\$750,000.00
11950	Department of Defense/DTRA	\$1,500,000.00
16251M	Michigan Central	\$15,000.00
17031U	NBF	\$275,000.00

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.
2. **TrueJob:** \$5,550.00 – The backend to our job portal
3. **SizeUp:** \$7,168.20 - Market research and business intelligence software used by SPARK clients
4. **Applied Innovations:** \$37.95 - Technician Labor to authorize use of SizeUp app

Total: \$15,596.85

Integrated Marketing Plan

Marketing Performance Metrics | Q3

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	FY 24 – 25, Q3	Vs. Last Quarter	Vs. Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	164,817	+18%	+28%
Video Views 	Video views on multiple platforms to reach wider audiences.	107,888	+42%	+360%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	3,985,033	+21%	+206%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	95,103	+11%	+76%



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 40 sessions with 14 companies; 2 of them were new marketing clients.

Uniq ID	Description	Sessions	New Co.
8916	Strategic Marketing Session	1	
16561	Strategic Marketing Session, Content Development	3	
16969	Strategic Marketing Session	1	
17053	Strategic Marketing Session, Marketing Resources & Educational Materials, Content Development	3	
17217	Strategic Marketing Session, Marketing Needs Assessment, Content Development, Marketing Resources & Educational Materials	4	
17291	Strategic Marketing Session	1	
17403	Strategic Marketing Session, Content Development, Marketing Resources & Educational Materials	4	
17440	Strategic Marketing Session, Content Development, Technical Assistance, Marketing Resources & Educational Materials	4	
17677	Marketing Needs Assessment, Strategic Marketing Session, Content Development, Other	4	1

Uniq ID	Description	Sessions	New Co.
17833	Content Development, Marketing Resources & Educational Materials, Strategic Marketing Session	3	
17834	Strategic Marketing Session, Marketing Resources & Educational Materials, Content Development	4	
17871	Strategic Marketing Session	1	
17922	Strategic Marketing Session	1	
17992	Marketing Needs Assessment, Content Development, Marketing Resources & Educational Materials, Strategic Marketing Session, Technical Assistance	6	1
Total (14 Companies)		40	2

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
- 3 Requests non-tech
- 2 Referred to SBDC
- 2 Qualified leads referred to Lenawee Now

Company Created

- 1 Company 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

- Ethics: Balance Self Interest and the Common Good - 3/6/2025
- Change is hard. Innovation is Harder! Ready for the Ride? - 3/13/2025
- Make an Impact - 3/20/2025
- Leading Well - The Path to High Road Leadership - 3/27/2025

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 \$940,000 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.