

LDFA REPORT 2025 - 2026

ANN ARBOR/YPSILANTI SMARTZONE

Q1

253 COMPANIES
SERVED

13.5 JOBS
CREATED

10 COMPANIES
CREATED

\$8.2M FUNDS
RAISED
INVESTMENTS & GRANTS

\$478K
DIRECT SUPPORT

Ann Arbor SPARK Powers Up at The Battery Show with Four Breakthrough Mobility Startups

Ann Arbor SPARK highlighted four cutting-edge mobility and energy startups at The Battery Show North America 2025, held October 7–9 in Detroit. At **Booth 428**, SPARK staff and the founders of **APT Solar**, **NIFT**, **Satori XR**, and **ThoughtLabs** demonstrated their innovations, met with industry decision-makers, and built strategic partnerships to accelerate growth.

Each participating startup represented a breakthrough in its field. **APT Solar** advanced solar integration for mobile and off-grid systems. **NIFT** developed next-generation power electronics and battery management systems. **Satori XR** delivered extended reality tools for

vehicle design, training, and simulation. **ThoughtLabs** explored smart and sustainable mobility technologies.

Through startup acceleration, mentorship, access to grants, and investor connections, SPARK played an essential role in helping these companies grow and compete on a global scale. More than 220 mobility-related companies now operate in the Ann Arbor region, reflecting the strength and vibrancy of this innovation ecosystem.



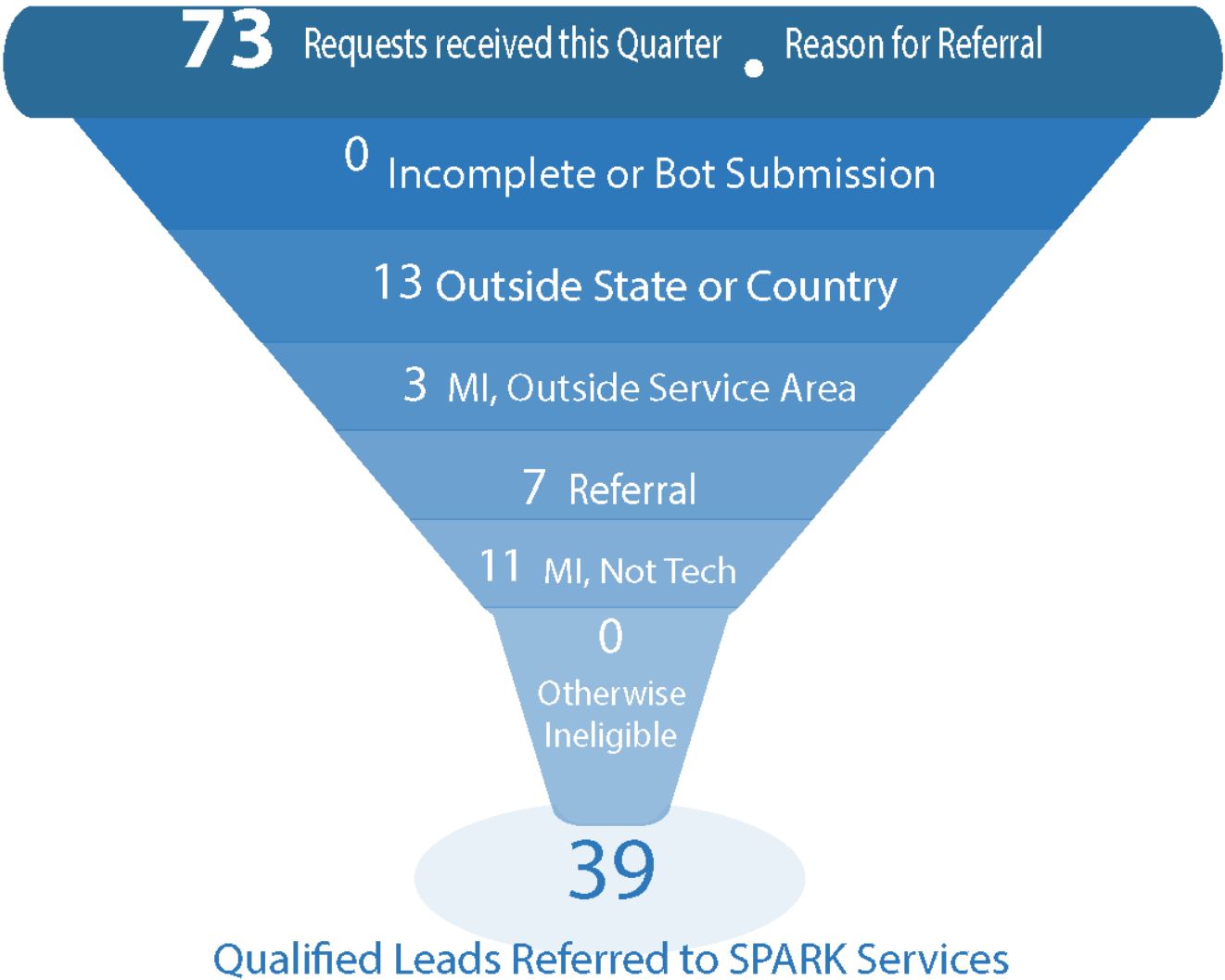
SPARK's Entrepreneurial Marketing Services Catalyzes Growth

Ann Arbor SPARK offers targeted Entrepreneurial Marketing Services to clients free of charge. Spearheaded by Latricia Trice, offerings include branding/design, content marketing, strategic planning, social media strategies, public relations, marketing coaching, and thought partnership – all tailored to meet clients' unique needs. Latricia Trice is a seasoned marketing and communications professional with more than 18 years of experience spearheading strategic marketing, branding, and community relations programs/initiatives for for-profit and nonprofit organizations, including Amway Corporation and the Grand Rapids Area Chamber of Commerce. Latricia and the greater Entrepreneurial Services Team at SPARK provide targeted guidance and technical assistance to clients free of charge, catalyzing their growth and expediting their market entry.

SPARK has received myriad positive feedback, including from clients Willow and EvaGenomics: "Thank you so much for all your help!" – Ryosuke Takenaka, founder of Willow. Latricia met with the founding team regularly, and designed & built their starter website from scratch: willow.com.

"Thank you so much for all your help getting the website together, I really appreciate it! The site is now live, and it looks great. Please also extend my thanks to your team for their work and support throughout this process. ... For now, I'm grateful for everything you've done to help us reach this milestone." - Derya Karaarslan, EvaGenomics CEO.

Ann Arbor SPARK Quarterly Report: July 1, 2025 –September 30, 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
17946MU	A type of in-space electric propulsion that is capable of operating on non-conventional reactive propellants like air and chemical rocket fuel.
18073	A Software-as-a-Service (SaaS) platform that connects advertisers with screen owners, enabling the seamless display of targeted digital advertisements on connected TVs and digital signage in public spaces.
18076MU	Makes connected and automated vehicle (CAV) data more accessible to traffic engineers. CAVs have the potential to enable proactive, dynamic, and responsive solutions by providing detailed travel path information.
18108	Developing precision therapies that intervene at the source of autoimmune disease
18175	A company dedicated to helping people learn to live independently longer, using various University of Michigan-back research.
17945	Identifies medication dispensing errors by processing electronic prescription and pharmacy dispensing data, ensuring the prescribed product matches the dispensed product.
18161U	Creating a dynamic GenAI-powered platform for both patients and clinicians.
18095	A predictive subscription defense engine that empowers consumers to take control of recurring charges before they happen.
17924Y	A hardware device designed to automatically detect gunshot sounds in indoor environments, such as schools, offices, clubs, and places of worship.
18180	An AI-driven personal styling app designed to address a core need of feeling more confident in fashion decisions.
Total (10 Companies)	

Business Acceleration

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

Uniq ID	Description	FTEs	Billed Support
17416U	Detects manipulated images, audio, and video, including deepfakes, propounding trust in the integrity of the markets where it is deployed.	2	\$600.00
18037	Recruits patients for clinical trials by providing targeted patient engagement and navigation services that activate patients and remove access barriers.	4	\$1,000.00
Total (2 Companies)		4	\$1,600.00

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

Uniq ID	Description	FTEs	Billed Support
12039YU		0	\$1,446.50
	Analytics tool that generates synthetic big data sets for healthcare.	0	\$1,446.50
12043	Review and preparation of Operating Agreement. Prepare membership interest documentation.	1	\$8,000.00
	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	1	\$2,000.00
	Sales & Marketing Support	1	\$5,000.00
	Legal Services in connection with the negotiation, re-structuring, and		

Uniq ID	Description	FTEs	Billed Support
	documentation of existing credit and loan documents.		
	Sales & Marketing Support	1	\$1,000.00
12840MU		1	\$9,005.00
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
	Digital marketing, SEO, and content creation.	1	\$4,130.00
	implement financial management & accounting	1	\$2,000.00
15134U		5	\$2,000.00
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	\$2,000.00
15388Y		1	\$3,000.00
Mobile application designed for 1099 contract delivery personnel, giving them the ability to safely and responsibly share information about work performed.	Build a working mobile app prototype using low-code AI-powered platforms.	1	\$1,000.00
	AI Developer education & Deployment Guidance	1	\$2,000.00
16420		4	\$2,267.00
A multi-tiered building-integrated thermometric home energy management system (HEMS) applied at the interior, surface-level of the building envelope.	Legal: Patent work.	4	\$2,267.00
16538		2	\$7,500.00
A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	Video editing and strategic consulting to support brand alignment and execution across platforms, including post-production of program videos and social media adaptations. Advising marketing on social strategy, brand consistency, and website design.	2	\$6,600.00
	Accounting and bookkeeping assistance.	2	\$300.00
	Accounting and bookkeeping assistance.	2	\$300.00
	Accounting and bookkeeping assistance.	2	\$300.00
16563U		3	\$5,500.00
Aims to develop novel and more effective therapeutics in the areas of cardiovascular, metabolic and infectious diseases.	Legal Services: UM subaward contract, employment documents, employment agreement negotiation.	3	\$5,062.50
	Legal Services: UM subaward contract, employment documents, employment agreement negotiation.	3	\$437.50
16577		24	\$1,000.00

Uniq ID	Description	FTEs	Billed Support
An outpatient mental health center.	SEO and Marketing Management	24	\$500.00
	SEO and Marketing Management	24	\$500.00
16625		1	\$750.00
A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	Graphic design services: retractable banner and flyer	1	\$750.00
16745U		3	\$7,011.00
An automated CPT coding algorithm that can accurately predict prior authorization and charge reconciliation in the perioperative space.	Legal support focusing on customer contracts, fundraising documentation, and team member agreements.	3	\$7,011.00
16813		2	\$859.50
An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	Legal Services: Completion of trademark registration	2	\$859.50
16833		2	\$750.00
Making real, fun, engaging games that also end up having therapeutic qualities and educate our players about their mental health.	Ancillary product development to improve the design of the survey tool	2	\$750.00
16985U		3	\$418.75
An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	Legal to help with enterprise SaaS agreement	3	\$418.75
16999U		6	\$291.75
A platform that leverages the most centralized network of incoming college students across North America to form connections and build community before anyone steps on campus.	P&L, BS, CF, Payroll, Sales tax and compliance, Cash flow planning and forecasting, Management of accounting and bookkeeping processes	6	\$291.75
17036		2	\$1,500.00
A device to capture CO2 emissions from train exhaust.	Legal Services: Corporate Documents	2	\$1,500.00
17157Y		2.5	\$6,250.00
Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	Implement CRM.	2.5	\$1,000.00
	Enhance brand awareness & create lead pipeline; website SEO positioning.	2.5	\$1,900.00
	Enhance brand awareness & create lead pipeline; website SEO positioning.	2.5	\$2,350.00
	Implement CRM.	2.5	\$1,000.00
17342		1	\$199.50
Developing anti-carries probiotics.	LLC formation and initial review and negotiation regarding documenting the Option Agreement	1	\$199.50
17354U		4	\$3,200.00
A novel intestinal organoid model.	Legal work: trademarks.	4	\$3,200.00
17416U		2	\$9,250.00

Uniq ID	Description	FTEs	Billed Support
Detects manipulated images, audio, and video, including deepfakes, propounding trust in the integrity of the markets where it is deployed.	Legal: client agreement.	2	\$3,500.00
	Marketing: branding.	2	\$1,750.00
	Marketing: branding.	2	\$1,000.00
	Legal services: resale/distribution agreement.	2	\$3,000.00
17424		1	\$1,500.00
A sophisticated tool automating business plans, financial models, and forecasts.	Trademark Application	1	\$1,500.00
17487		1.5	\$3,180.00
Improve the standard treatment for hydrocephalus, a neurological disorder.	Marketing: Content Writing	1.5	\$180.00
	Marketing: Brand and Web Development	1.5	\$3,000.00
17522		2	\$15,000.00
A software solution to deploy development and test virtual infrastructure.	Development of [client]'s cyber range deployment and management user interface.	2	\$5,000.00
	Development of [client]'s cyber range deployment and management user interface.	2	\$5,000.00
	Development of [client]'s cyber range deployment and management user interface.	2	\$5,000.00
17526		2	\$2,920.00
Helps sales teams find who need their solution now, by tracking public signals with AI.	Content-led SEO Growth Strategy to help [Client] generate consistent inbound leads	2	\$2,920.00
17542U		1	\$4,300.00
Developing a unique adsorbent for both PFOS and PFOA.	Accounting set-up.	1	\$1,400.00
	Legal services: trademark search and application.	1	\$2,900.00
17608		5	\$19,500.00
AI-driven solution transforming nurse workflows.	Technical integration and certification with EHR platforms.	5	\$16,575.00
	Technical integration and certification with EHR platforms.	5	\$2,925.00
17609		1	\$6,000.00
An educational video game that teaches anatomy, physiology, and some biochemistry in an integrated and interactive way.	Marketing proposal: Infrastructure tracking set-up for data collection and remarketing, Campaign definition and set-up with focus on Google Ads & Meta, Additional support for high priority initiatives such as marketing automation	1	\$6,000.00
17659		1.5	\$2,000.00
Developing an optical structure integrated into a fiber, which itself can be interlaced directly into fabrics and apparel using standard textile manufacturing processes.	Patent application review	1.5	\$2,000.00
17667		2	\$336.00

Uniq ID	Description	FTEs	Billed Support
	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.	2 \$336.00
17717M		3.5	\$20,000.00
	Legal Services: IP negotiation, equity plan, consulting agreements, term sheet.	3.5	\$3,000.00
	Legal Services: IP negotiation, equity plan, consulting agreements, term sheet.	3.5	\$1,000.00
Designs and builds reliable Battery Energy Storage Systems (BESS) using low-cost, used EV batteries.	Legal Services related to fundraising round.	3.5	\$3,438.75
	Legal: Preparation of Series Seed Preferred Financing Documents	3.5	\$10,000.00
	Legal Services related to fundraising round.	3.5	\$2,561.25
17763Y		5.5	\$7,500.00
A life science tools company developing novel reagents for molecular biology and molecular diagnostics.	Strategic narrative guide, messaging toolkit, messaging guide, one brochure, website CRO recommendation memo, one blog post, marketing campaign strategy document, commercial validation report, and product-market fit assessment	5.5	\$7,500.00
17787		2	\$5,750.00
Lets sales people define arbitrary signals & triggers and then scans their prospect list to surface actionable intelligence related to those triggers.	Marketing Consulting. Implement brand strategy, Design marketing collateral, Coaching on a unified marketing strategy	2	\$5,000.00
	Implement Sensible Cyber Solution which includes helping evaluate and improve security posture, as well as build out appropriate policies and do some founder training	2	\$750.00
17788		1	\$2,700.00
Developing a device that allows customers to pull their sacrum back into its healthy position via a 3D print piece. This solves a common ergonomic issue.	Technical AI Consulting	1	\$1,200.00
	Legal: review and revise the written materials included with the [client product] to reduce legal risk and ensure compliance with advertising, safety, and product liability.	1	\$1,500.00
17817M		1	\$3,000.00
Design and development of optoelectronic devices. Addresses the need for low-cost, easily integrated vehicular wireless communications hardware for line-of-sight communications.	legal services for formation	1	\$3,000.00
17826		3	\$22,500.00
	Legal work for stock split and equity awards	3	\$7,500.00

Uniq ID	Description	FTEs	Billed Support
Uses AI to help apartment owners connect with renters and offer best in class pricing, resulting in more leases.	Legal services for legal corporate governance and fundraising activities	3	\$15,000.00
17827		2	\$5,460.00
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.	Marketing rapid learning cycle that includes audience segmentation, core messaging development, landing page and ad creation, and A/B testing of digital campaigns.	2	\$5,460.00
17860		1	\$7,695.00
	Ancillary product development.	1	\$3,370.00
Mobile app for children aged 2–5 uses AI-powered animated avatars and engaging videos. The app helps children develop communication skills and compassion through conversations.	Update the company website, enhancing existing Figma design files, and creating new UI/UX components such as in-app tutorials, surveys, and FAQ flows for the test mobile app.	1	\$1,025.00
	Product Enhancement: Implement Front End and Support Backend	1	\$3,300.00
17864		1	\$13,750.00
	Video Editing.	1	\$1,500.00
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.	Sales Consulting: prospecting, Discovery, Reporting, Deal Management.	1	\$5,000.00
	Lead Generation.	1	\$250.00
	Sales Consulting: prospecting, Discovery, Reporting, Deal Management.	1	\$2,250.00
	Lead Generation.	1	\$1,000.00
	Sales Consulting: prospecting, Discovery, Reporting, Deal Management.	1	\$2,250.00
	Lead Generation.	1	\$1,500.00
17865Y		1	\$2,000.00
A comprehensive solution for property management and tenant engagement, tailored for landlords, property managers, and syndicators	Wireframe Development.	1	\$2,000.00
17871		2	\$10,703.46
	Legal services: Contract work.	2	\$300.00
An innovative solution for individuals facing stability and mobility challenges when getting in and out of vehicles	Engineering services to refine 3D CAD model and specs/requirements	2	\$845.35
	Engineering services to refine 3D CAD model and specs/requirements	2	\$3,794.36
	Engineering services to refine 3D CAD model and specs/requirements	2	\$5,763.75
17873		4	\$9,900.00

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.	Website Design & Development	4	\$8,400.00
	Prepare End User License Agreement for the licensing of software to end users and Privacy Policy.	4	\$1,500.00
17922U		1	\$8,916.00
A cannabis technology platform to simplify purchasing and inventory management for dispensaries and consumers.	Front end Development	1	\$1,687.50
	Front end Development	1	\$4,218.75
	Front end Development	1	\$843.75
	Social media ad campaign development, testing and management	1	\$2,166.00
17945		0	\$3,500.00
Identifies medication dispensing errors by processing electronic prescription and pharmacy dispensing data, ensuring the prescribed product matches the dispensed product.	Legal: Delaware C-Corp formation and a University of Michigan license agreement review.	0	\$3,500.00
17946MU		2	\$1,325.00
A type of in-space electric propulsion that is capable of operating on non-conventional reactive propellants like air and chemical rocket fuel.	Amend certificate of incorporation for additional board members, draft shareholder consent, prepare advisor agreements and stock option offerings.	2	\$617.00
	Amend certificate of incorporation for additional board members, draft shareholder consent, prepare advisor agreements and stock option offerings.	2	\$708.00
17953U		0	\$7,500.00
AI-Powered Surgical Guidance Systems	Legal: negotiating a financing and collaboration agreement	0	\$7,500.00
17954		2	\$622.50
Provides an affordable, innovative solution to address the global pressure ulcer crisis.	Legal Services: Patent Search	2	\$622.50
17955		2	\$4,592.00
A loyalty and rewards app designed for the bar and nightlife industry.	Prepare/design/execute a big splash at Denver Bar & Restaurant Expo 2025	2	\$4,592.00
18036		1	\$8,025.00
AI-driven open-source intelligence and narrative correlation across multi-format media.	Logo & Web Design Services.	1	\$1,150.00
	UI/UX support for product	1	\$750.00
	UI/UX support for product	1	\$325.00
	Logo & Web Design Services.	1	\$1,675.00
	Logo & Web Design Services.	1	\$925.00
	UI/UX support for product	1	\$900.00

Uniq ID	Description	FTEs	Billed Support
	Software Development; backend service integration and AI model training.	1	\$2,300.00
18051		1.5	\$3,700.00
Providing the world's first inline authentication system for silicon chips using patented, unclonable optical signatures embedded directly at design.	Legal: formation.	1.5	\$2,500.00
	Legal: formation.	1.5	\$1,200.00
18061		1	\$5,000.00
A SaaS-based solution that focuses on deep curation of advanced technology solutions utilized in manufacturing and warehouse operations.	Software Prototype Development & Enhancement.	1	\$2,500.00
	Software Prototype Development & Enhancement.	1	\$2,500.00
18087MU		5	\$665.00
Developing a technology capable of mitigating car sickness by employing predictive algorithms that anticipate vehicle maneuvers and preemptively activating mechatronic systems to alert and/or modify the passenger posture before inertial events happen.	Accounting/book keeping set up	5	\$190.00
	Accounting/book keeping set up	5	\$190.00
	Accounting/book keeping set up	5	\$285.00
18143U		2	\$1,000.00
Developing Trip Decision Engine featuring machine learning algorithms that predict travel ROI by analyzing CRM data patterns, historical conversion rates, and cost-benefit matrices.	Executive Entrepreneurial Coaching	2	\$1,000.00
18161U		3	\$12,000.00
Creating a dynamic GenAI-powered platform for both patients and clinicians.	Legal incorporation, IP transfer, governance setup, and related documentation.	3	\$12,000.00
18175U		5	\$7,500.00
A company dedicated to helping people learn to live independently longer, using various University of Michigan-back research.	Legal: Tech transfer negotiation & Delaware incorporation	5	\$7,500.00
7282		3	\$4,300.00
A Think-Work-Together platform.	UI/UX	3	\$1,550.00
	UI/UX	3	\$2,750.00
Total (55 Companies)		142	\$304,538.96

Talent Programs

Entrepreneur-In-Residence Program

This quarter, 14 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.	2	\$6,000.00
17787	Lets sales people define arbitrary signals & triggers and then scans their prospect list to surface actionable intelligence related to those triggers.	2	\$6,000.00
12840MU	An online peer-to-peer marketplace for parking aimed at solving parking availability and affordability problem on college campuses by using empty driveway space.	1	\$10,000.00
16538	A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	2	\$1,312.50
17826	Uses AI to help apartment owners connect with renters and offer best in class pricing, resulting in more leases.	3	\$10,000.00
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.	7	\$1,406.25
17278Y	B2B software solution with an easy to use ticketing system, database, and data analytics.	1	\$750.00
17157Y	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	2.5	\$3,000.00
18143U	Developing Trip Decision Engine featuring machine learning algorithms that predict travel ROI by analyzing CRM data patterns, historical conversion rates, and cost-benefit matrices.	2	\$15,000.00
17924Y	A hardware device designed to automatically detect gunshot sounds in indoor environments, such as schools, offices, clubs, and places of worship.	2	\$675.00
16813	An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	2	\$5,100.00
17763Y	A life science tools company developing novel reagents for molecular biology and molecular diagnostics.	5.5	\$2,600.00
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	\$7,200.00
14794	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	2	\$900.00
Total (14 Companies)		35	\$69,943.75

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
17788	Developing a device that allows customers to pull their sacrum back into its healthy position via a 3D print piece. This solves a common ergonomic issue.	1	\$4,086.00
12031MU	Multi-dimensional electromagnetic energy convertor (EMEC) that increases the power density of conventional solar modules.	1	\$4,950.00
11350M	Autonomous last mile delivery trailer.	3	\$800.00
17659	Developing an optical structure integrated into a fiber, which itself can be interlaced directly into fabrics and apparel using standard textile manufacturing processes.	1.5	\$2,178.00
14747	A video game advertising agency that helps businesses and brands promote their products.	2	\$4,815.41
18022	Offering a localized, skill-based hiring platform that makes it easy for businesses to post gig opportunities and for workers to find and apply for relevant jobs in real-time.	1	\$190.00
16985U	An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	3	\$350.00
17874	A platform technology to measure disease-specific molecular signatures within individual patient samples.	2	\$6,684.18
17434MU	An efficient autonomous mobility system.	4	\$5,520.00
17826	Uses AI to help apartment owners connect with renters and offer best in class pricing, resulting in more leases.	3	\$418.88
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	\$5,658.00
11353	Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	6.5	\$1,890.00
17951	Creating a solution that will convert a static process flow diagram into a discrete event simulation model.	2	\$2,280.00
12190	Makes control data easy and accessible to build predictive economic models.	9	\$4,762.00
7888	Device which clips onto strength training equipment, capturing and interpreting strength training data in real-time.	5	\$2,540.00
16420	A multi-tiered building-integrated thermometric home energy management system (HEMS) applied at the interior, surface-level of the building envelope.	4	\$2,880.00
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	\$960.00
Total (17 Companies)		57	\$50,962.47

Digital Engagement Clinic

Uniq ID	Description	FTEs	Billed Support
17894	The Digital Engagement Clinic at EMU (interns employed directly by the Clinic).	-	\$6,132.12
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	60	\$2,142.20
6828	Software for the analysis of genetic data.	9	\$2,094.20
17788	Developing a device that allows customers to pull their sacrum back into its healthy position via a 3D print piece. This solves a common ergonomic issue.	1	\$2,133.00
12031MU	Multi-dimensional electromagnetic energy convertor (EMEC) that increases the power density of conventional solar modules.	1	\$2,584.44
11350M	Autonomous last mile delivery trailer.	3	\$1,599.60
16833	Making real, fun, engaging games that also end up having therapeutic qualities and educate our players about their mental health.	2	\$1,637.84
12840MU	An online peer-to-peer marketplace for parking aimed at solving parking availability and affordability problem on college campuses by using empty driveway space.	1	\$1,962.40
17871	An innovative solution for individuals facing stability and mobility challenges when getting in and out of vehicles	2	\$2,015.11
16538	A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	2	\$1,618.40
17659	Developing an optical structure integrated into a fiber, which itself can be interlaced directly into fabrics and apparel using standard textile manufacturing processes.	1.5	\$857.00
18022	Offering a localized, skill-based hiring platform that makes it easy for businesses to post gig opportunities and for workers to find and apply for relevant jobs in real-time.	1	\$1,351.40
17627U	Developing a high-efficiency thermo-photovoltaic (TPV) technology for on-demand generation of electricity from thermal sources.	5	\$1,089.20
16251M	Modular hardware platforms robotics and autonomous vehicle companies to run delivery services.	4	\$2,836.88
15288	An app aiming to create a life free from sexually transmitted infections.	1	\$1,713.84
17421MU	Developing a modular unmanned surface vessel robot, with state-of-the-art autonomous capabilities, that can be customized depending on the applications need.	3	\$2,151.00
17826	Uses AI to help apartment owners connect with renters and offer best in class pricing, resulting in more leases.	3	\$2,132.00
16236MY	A technology company that provides mobility-as-a-service to individual, retail, and commercial customers in need of last mile delivery.	5	\$2,000.40
11791U	Addresses disruptive CO2 emissions convert into hydrocarbon fuels.	4	\$2,227.64
16733M	A Hub-to-Hub middle-mile highway driving - eliminates the need to hire more truck drivers while reducing operations' costs.	4	\$1,714.00
16813	An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	2	\$1,399.44
16534	Software as a service to provide ongoing recommended supply chain "plays" that reduce costs and maximize impact.	1	\$1,370.80
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.	6	\$2,084.36
16420	A multi-tiered building-integrated thermometric home energy management system (HEMS) applied at the interior, surface-level of the building envelope.	4	\$2,905.07

Uniq ID	Description	FTEs	Billed Support
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.	2	\$1,742.36
Total (25 Companies)		127.5	\$51,494.70

Boot Camp

Uniq ID	Description	FTEs
18159	An emotionally driven, science-informed wellness technology that empowers women 35+ to take control of their health through a powerful, personalized visual experience.	1
18056U	A software for mortgage brokers and realtors that would act as a CRM platform, VA and process flow manager.	2
18027	An AI-driven commercial lending platform that streamlines loan origination, underwriting, and distribution for community banks, credit unions, CUSOs, Certified Development Companies (CDCs), regional banks,	0
18149Y	Developing an innovative fetal monitoring system that utilizes cutting-edge technology to seamlessly track fetal heart rate, blood pressure, and movements during labor.	0
18096	A digital platform that helps people discover and support local businesses that align with their values and reflect the character of their community.	0
18077	A social networking application designed to eliminate social isolation and make real-world socializing effortless.	2
18141	An AI-powered fashion design and discovery platform that empowers creators and consumers to design, explore, and try on fashion virtually.	2
18120	A SaaS platform designed to help small and mid-sized manufacturers (SMMs) transition from manual, siloed operations to smart, data-driven factories.	1
18088	An AI-powered microlearning platform that helps users learn and master new skills through personalized, bite-sized, interactive lessons.	2
18060	A mobile, AI-powered assistant designed to provide fast, intuitive support for everyday technical problems	1
Total (10 Companies)		11

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	Desk	FTEs
SPARK Central Lower Level: Dedicated Desk (3 Companies)			5	9
17522	A software solution to deploy development and test virtual infrastructure.	6/2/2025	1	2
13622	Creation of gaming software and merchandise for female audiences.	2/12/2025	3	2
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	5/22/2024	1	5
SPARK Central Lower Level: Virtual Desk (92 Companies)			-	313
18159	An emotionally driven, science-informed wellness technology that empowers women 35+ to take control of their health through a powerful, personalized visual experience.	9/22/2025	-	1

Uniq ID	Description	Start Date	Desk	FTEs
18176M	Developing an autonomous snow-clearing system.	9/19/2025	-	0
17522	A software solution to deploy development and test virtual infrastructure.	9/1/2025	-	2
18076MU	Makes connected and automated vehicle (CAV) data more accessible to traffic engineers. CAVs have the potential to enable proactive, dynamic, and responsive solutions by providing detailed travel path information.	8/25/2025	-	0
18109	AI-powered SaaS company that transforms engineering-grade 3D models into interactive, immersive experiences for sales, marketing, training, and support.	8/1/2025	-	1
16600	A small rocket for small and cube sat launches and a rocket system that launches a payload into space without using chemical propulsion and only using renewables to power the system (non-nuclear).	7/1/2025	-	5
18095	A predictive subscription defense engine that empowers consumers to take control of recurring charges before they happen.	6/9/2025	-	2
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	6/1/2025	-	8
15134U	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.	5/19/2025	-	5
17860	Mobile app for children aged 2–5 uses AI-powered animated avatars and engaging videos. The app helps children develop communication skills and compassion through conversations.	5/7/2025	-	1
17831U	Developing an MR-based, interactive coding platform that transforms coding education into a hands-on, spatially engaging experience.	4/22/2025	-	3
17951	Creating a solution that will convert a static process flow diagram into a discrete event simulation model.	2/17/2025	-	2
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 (HMI) 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
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	-	7.5
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	-	3
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

Uniq ID	Description	Start Date	Desk	FTEs
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	-	2
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
16542	Works with organizations to implement innovative, equitable, and sustainable climate solutions that make an impact.	8/9/2024	-	10
17533U	Solves the inconvenience, cost, and uncertainty associated with acquiring or making high quality molten salts for experimental and commercial uses by applying our decades of process expertise to produce and test salt of consistently high quality and provide it for the energy research community.	8/1/2024	-	1
17359	SaaS product that uses AI to generate interactive video.	7/11/2024	-	14
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
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	-	3
17440	Develops carbon-sequestering technical applications to alleviate environmental stressors from various industries.	4/16/2024	-	5
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	-	4
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	-	6
17323M	A solar-powered mobility platform designed to provide renewable energy and a 50-mile daily driving range.	1/8/2024	-	1
17353M	A comprehensive suite of solutions in the electric vehicle (EV) charging industry, consisting of Surge Plug and Surge Trip.	1/1/2024	-	2
16739U	Use of artificial Intelligence in the processing of endoscopy videos.	12/14/2023	-	3
585	Software development with biostatistics and spatial epidemiology.	11/30/2023	-	3
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

Uniq ID	Description	Start Date	Desk	FTEs
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	-	7
16989U	A web-based, interactive platform to deliver implicit bias training.	6/1/2023	-	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	-	15
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	-	16
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
15410M	An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	5/4/2023	-	3
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	-	4
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	-	4
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
16365M	The next generation of eco-friendly, energy-saving ice management systems.	9/1/2022	-	11
16656	Game development studio focused on creating a next generation, free-to-play, live service, social shooter.	8/16/2022	-	2

Uniq ID	Description	Start Date	Desk	FTEs
16154U	A urinary catheter extension for early UTI detection.	3/4/2022	-	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
15255	Digitization of an existing professional internal auditing methodology.	5/27/2021	-	5
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	-	1
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	-	9
12070M	An automotive clean-tech company from Finland that designs, manufactures, and sells technology that enables the use of biofuel in gasoline and hybrid vehicles and other machinery.	5/1/2020	-	2
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/2017	-	4.5
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/2013	-	2
SPARK Central Lower Level: Suite (1 Company)			3	1
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 (1 Company)			1	2
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 (3 Companies)			5	33
7591Y	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	7/1/2025	2	25
7591Y	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	6/8/2022	2	25
8255Y	Communications software for business-to-business or business-to-consumer.	2/15/2021	1	8

Uniq ID	Description	Start Date	Desk	FTEs
SPARK East: Virtual Desk (27 Companies)			0	54
15388Y	Mobile application designed for 1099 contract delivery personnel, giving them the ability to safely and responsibly share information about work performed.	6/23/2025	-	1
17930Y	Enhances the student experience in the USA by offering diverse options for both international and domestic students.	1/27/2025	-	1
11252MY	Two wheeled 'series hybrid' for developing markets.	11/27/2024	-	1
17829MY	A smart self-powered automated perimeter security vehicle security system.	11/11/2024	-	1.5
16982Y	An adaptive, digital learning platform that engages students through culturally relevant content that caters to their interests.	10/7/2024	-	1
17655Y	A portfolio platform for the professional and technical workforce striving to bring more transparency and authenticity into the talent ecosystem.	8/19/2024	-	1
17649Y	A Wearable Heat Shield leg Wrap.	7/1/2024	-	1
17320Y	A mobile app that allows SMBs to manage recruitment on the go.	5/7/2024	-	1
11953Y	Test technology for color measurement in paint for quality control.	2/5/2024	-	1
17321Y	A mental health app that offers self-care tools and emotional data analysis, providing personalized mental health support and insights.	1/8/2024	-	1
17057Y	An AI-powered teaching assistant that helps students learn more effectively and efficiently.	10/24/2023	-	0
17174Y	Remote job board	8/11/2023	-	1
12039YU	Analytics tool that generates synthetic big data sets for healthcare.	7/31/2023	-	0
1715Y	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	7/28/2023	-	2.5
12902Y	A drug formulation to help chronic kidney disease patients.	7/2/2023	-	2
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
16236MY	A technology company that provides mobility-as-a-service to individual, retail, and commercial customers in need of last mile delivery.	2/14/2023	-	5
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
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
6977YU	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	2/16/2021	-	7
8132Y	DNA and bioinformatics analysis and collaboration platform.	2/15/2021	-	4
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
12929MY	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 (1 Company)			7	8

Uniq ID	Description	Start Date	Desk	FTEs
1782MY	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	4/14/2024	7	8

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
7.17.2025	Customer Discovery - The Secret to Startup Success (Part One)	Virtual	38	27	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.
7.24.2025	Customer Discovery - The Secret to Startup Success (Part Two)	Virtual	41	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.
7.24.2025	Ypsi 9th Hour: Back Office Studio	BOS	97	63	Build your network at this low-key, low-pressure monthly event where you can meet your peers, share challenges and opportunities, and boost your career.
7.31.2025	A2 Mobility Tech Meetup The Waymo Journey: From Moonshot to Your Next Ride	SCIC	136	47	Discover how Waymo is transforming the future of mobility with autonomous technology that's making daily commutes safer and more accessible. Join us for an inside look at the Waymo Driver, followed by Q&A, networking, and happy hour refreshments.
8.21.2025	Entrepreneur Resource Studio Open House	SPARK East	79	52	The new Entrepreneur Resource Studio is launching with an open house at SPARK East. Enjoy free co-working, lunch, and personalized financial consulting on the Fifth Third Bank eBus, plus meet local business experts and explore valuable resources for entrepreneurs.
8.28.2025	Ask the Investors Office Hours	SPARK Central	4	4	Ask the Investors is focused on educating and guiding Michigan founders about early-stage investment. If you're a Michigan-based technology founder, this is your opportunity to ask individualized questions about how to raise funds.
9.4.2025	Customer Discovery - The Secret to Startup Success (Part One)	Virtual	40	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.

Event Date	Event Name	Location	Attendees	# Ent.	Event Description
9.8.2025	Ice Cream Drop-In Coworking Day	In-Person, SCIC	16	6	Are you a local tech entrepreneur looking for coworking space? Come explore our newly available incubator desk space at SPARK Central Innovation Center. Cool off with some ice cream, soak in the vibe, and connect with SPARKers from the Entrepreneurial Services team while learning about resources available to help you grow your business and navigate the entrepreneurial ecosystem.
9.9.2025	SPARK.ed Challenger Sales for Startups & Small Business	Virtual	28	21	Struggling to sell a complex or disruptive product? Join this interactive session to learn the Challenger Sales Approach—an effective method for founders to lead the buying process, manage risk, and win more deals by challenging the status quo.
9.11.2025	Customer Discovery - The Secret to Startup Success (Part Two)	Virtual	43	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.
9.11.2025	Ypsi 9th Hour: MI-HQ East	In-Person, MI-HQ	111	76	Build your network at this low-key, low-pressure monthly event where you can meet your peers, share challenges and opportunities, and boost your career.
9.16.2025	SPARK Lead Communication & Conflict	Virtual	30	8	SPARK Lead is back! Join us to gain practical tools to navigate conflict, enhance communication, and build a team culture rooted in collaboration and innovation. Discover how to turn tension into opportunity and lead with clarity, empathy, and impact.
9.26.2025	a2Tech360 Invest360 Investor Showcase	In-Person, U-M Golf Course	124	N/A	Get a front-row seat to Michigan's next wave of innovation as top early-stage startups from southeast Michigan pitch to leading investors for a chance at \$200,000 in prizes. From mobility to healthcare, watch breakthrough ideas compete for funding—and your vote in the People's Choice award.
9.26.2025	a2Tech360 FastTrack Awards	In-Person, U-M Golf Course	85	N/A	Join us to celebrate the region's fastest-growing "gazelle" companies—organizations achieving 20%+ revenue growth over three years. Connect with fellow business leaders, honor bold innovation, and get inspired by the companies shaping our economic future.
9.29.2025	a2Tech360 Sustainable Future Forum	In-Person, Venue by 4M	105	N/A	An inspiring evening exploring the future of sustainability, featuring expert insights on climate tech, green infrastructure, and circular economies. In partnership with the City of Ann Arbor, we'll also celebrate the achievements of Green Business Challenge participants leading the way in sustainable business practices.

Event Date	Event Name	Location	Attendees	# Ent.	Event Description
9.30.2025	a2Tech360 Michigan Startup Capital Summit	In-Person, Vanguard Hotel	125	N/A	Join leading VCs, angel investors, and founders at this dynamic summit to explore where startup capital is flowing and how to successfully raise funds. Perfect for entrepreneurs, investors, and the startup-curious, it's your gateway to the latest trends and valuable connections.
Total (16 Events)			1102	394	

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		\$4,490,000.00
8377	Undisclosed	\$165,000.00
8229	Undisclosed	\$775,000.00
8189	Undisclosed	\$240,000.00
17082	Undisclosed	\$250,000.00
11893	Gur-Sel Turizm Tasimacilik ve Servis Ticaret	\$2,810,000.00
14782	GCxN	\$250,000.00
Angel		\$1,270,930.00
11985	Misc angels	\$750,000.00
15159	Spark, BRCC, Michigan Rise/Red Cedar, angels	\$270,930.00
11801	University of Michigan	\$250,000.00
SBIR/STTR		\$1,500,000.00
17669	NSF SBIR PHIL.	\$1,500,000.00
Bank/Lender		\$20,000.00
17533	Michigan Women Forward	\$20,000.00
MEDC (PSF, PSF 2.0, FSF, FCF, etc.)		\$400,000.00
17717	Ann Arbor SPARK	\$150,000.00
8189	Ann Arbor SPARK	\$250,000.00
Founder/Insider		\$300,000.00
8377	Founders	\$150,000.00
Corporate/University/Foundation		\$375,000.00
17921	USDA	\$125,000.00
11367	Reseda Group	\$250,000.00

Software

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





- 1. **Getro:** \$4,950.00– The new back end of SPARK’s job portal
- 2. **LivePlan:** \$4,666.67– Automated business plan preparation and financial forecasting software utilized by clients
- 3. **Survey Monkey:** \$3,339.29– Survey platform utilized for the annual LDFA survey.
- 4. **DocuSign:** \$6,237.50 – Electronic signature and contract software utilized by Entrepreneurial Services

Total: \$19,193.46

Integrated Marketing Plan

Marketing Performance Metrics | Q1

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	This Quarter	Vs. Last Quarter	Vs. Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	287,130	+74%	+26%
Video Views 	Video views on multiple platforms to reach wider audiences.	226,012	+109%	-61%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	7,160,619	+80%	+18%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	488,143	+413%	+26%



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 33 sessions with 22 companies; 9 of them were new marketing clients.

Uniq ID	Description	Sessions	New Co
17946MU	Marketing needs assessment, strategic marketing session	1	
18073	Strategic marketing session	1	
15959	Content development, marketing needs assessment	2	1
17922U	Strategic marketing session, content development, content review and edits, marketing resources and educational materials	4	
12031MU	Strategic marketing session, content development, content review and edits, other	4	
18036	Marketing needs assessment	1	1
18076MU	Marketing needs assessment	1	1
15388Y	Strategic marketing session	1	
18077	Strategic marketing session, content development, marketing resources and educational materials	2	
7046	Content development, strategic marketing session	1	
17833	Content development, content review and edits, marketing resources and educational materials, other, strategic marketing session	2	
17677	Content development, content review and edits	1	
17031U	Content development	1	
17900	Marketing needs assessment	1	1
16600	Content development, marketing needs assessment	1	1
15379M	Strategic marketing session	1	
17416U	Content development, marketing resources and educational materials	1	
18057U	Marketing needs assessment	1	1
18109	Marketing needs assessment	1	1
16577	Strategic marketing session, content development	2	
17323M	Marketing needs assessment	1	1
17860	Content development, content review and edits, other, marketing needs assessment	2	1
Total (22 Companies)		33	9

Lenawee Now

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

Business Accelerator Intake [Phase I]

6 Total requests received
5 Requests non-tech
3 Referred to SBDC
1 Qualified leads referred to Lenawee Now

Company Created

0 Companies 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.

Hos/ted Events

08/17/2025 Lenawee Chamber coffee morning
09/08/2025 Back to School Bash

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 \$850,000 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.