

LDFA REPORT 2023 - 2024

ANN ARBOR/YPSILANTI SMARTZONE

Q1

225 COMPANIES
SERVED

19 JOBS
CREATED

8 COMPANIES
CREATED

\$3.1M FUNDS
RAISED
INVESTMENTS & GRANTS

\$319K
DIRECT SUPPORT

Analyzing Ann Arbor’s Progress: Insights from the 2023 Benchmarking Report on Regional Growth and Innovation

Ann Arbor SPARK recently released the fifth iteration of its [Benchmarking the Ann Arbor Region report](#). “Ann Arbor’s enduring appeal for innovation and business is undeniable, yet we must acknowledge the shifts in work dynamics, residential preferences, and personal priorities,” said Paul Krutko, Ann Arbor SPARK president and CEO.

“Adapting to these changes, Ann Arbor SPARK underlines its dedication to addressing these dynamics, fostering opportunities for communal advancement. Anchored in principles of equity and environmental responsibility,



we pave the way for inclusive and sustainable growth, working towards shared prosperity.” Ann Arbor ranked:

Third in population movement, or net migration, down one spot from the previous report. Washtenaw County is still the most popular destination for movers within Michigan. **Third** for share of remote jobs. The high ranking implies that a lot of existing jobs within Washtenaw County are tech-based and easily done from home, which is in line with the increasing number of tech-based jobs in Washtenaw County’s economy. **Third** for venture capital activity. As a result of controlling for population, Ann Arbor continues to rise above most other regions in this category. **Fifth** in housing affordability, which is up two spots from seventh in the previous report. **Ninth** for the percentage of people experiencing poverty. Paired with other metrics like housing affordability and unemployment, this paints a significantly different picture of the entire competitive set of regions. Including it in the report is necessary to understand that while many of these regions are listed on “best places” lists and touted as high growth technology economies, these benefits are not enjoyed by all. **Tenth** in driving industry employment, which is down one spot from the previous ranking. **Ninth** in unemployment rate and eighth in labor force participation. These key labor market metrics are important for understanding labor shortages in areas where employer demand for talent is high.

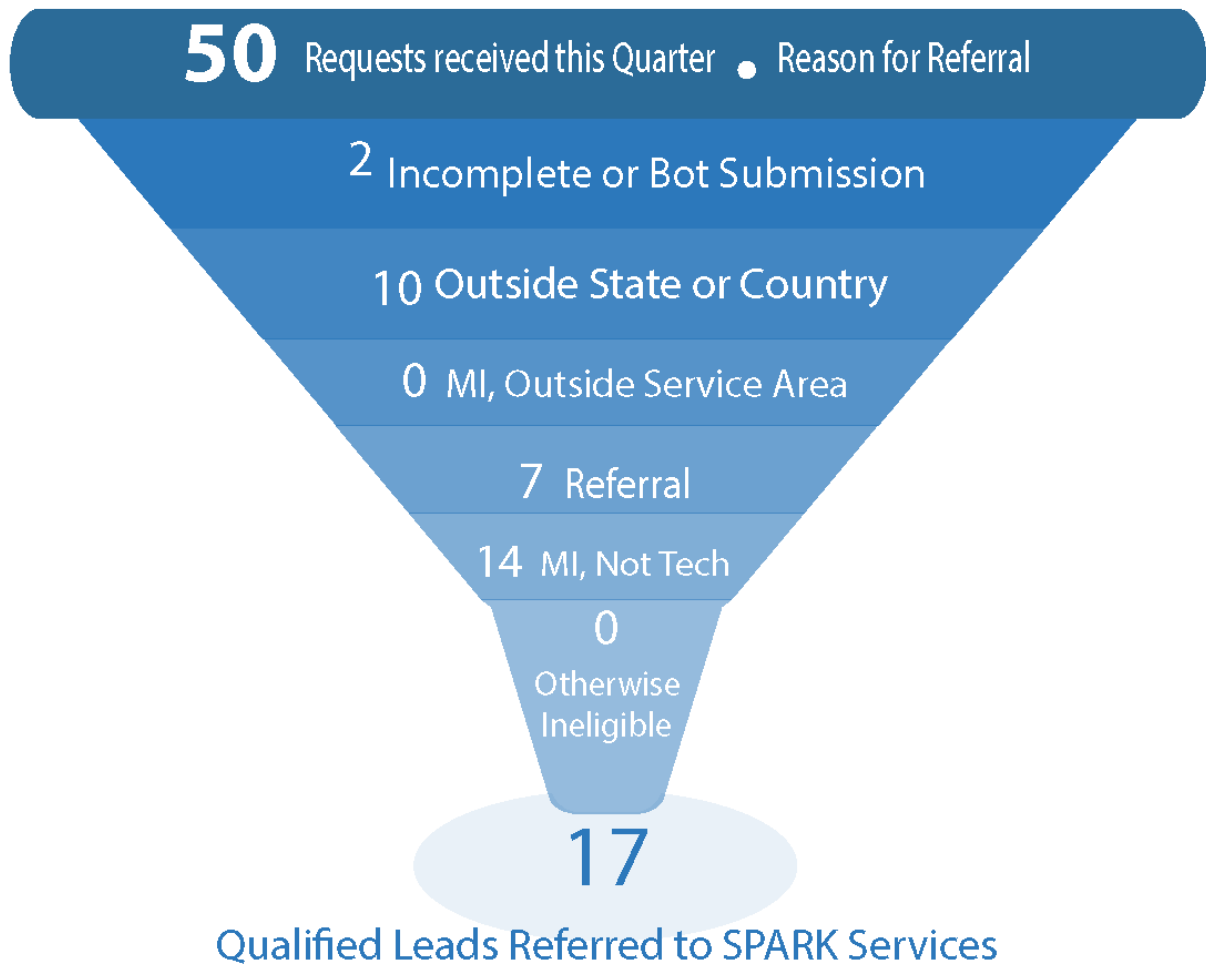
Jen Baird Pairs with SPARK Client Culturewell

The LDFA EIR program administered by Ann Arbor SPARK aims to connect early-stage startups with experienced talent in the Ann Arbor region. This program has proven to be an effective tool in retaining and acquiring experienced talent in the Ann Arbor area. The success of the program was recently illustrated after EIR Jen Baird joined SPARK client Culturewell as an Executive Board Member. Jen will bring her extensive experience and unique expertise to continue driving economic growth in the Ann Arbor area. Jen has over two decades of experience founding and leading high-potential startups. As a venture and angel-backed CEO, she raised over \$75M (seed-Series C), led strategy, product development and commercialization, compensation strategy, and scaleup. Her outcomes include startups that achieved global sales and 10x revenue exits (5-6x investor returns).

Ann Arbor-Ypsilanti SmartZone

Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: July 1, 2023 – September 30, 2023



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
16989U	A web-based, interactive platform to deliver the training.
17173UM	A cloud-based software designed to mitigate cyber risks in the automotive industry's complex supply chains. Develops space-related technologies in collaboration with governments, research institutions and commercial partners
17172	Providing real time values of CO2 build up within the patient and automated CO2 removal from patients as needed
17181	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.
17031U	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.
17157Y	A consumer app that allows users to generate Art and Avatar using AI and share content and experiences with their connections
17116	
17035UM	Manufacture and sell autonomous electric row tractors (AETs)
Total (8 Companies)	

Business Acceleration

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

Uniq ID	Description	FTE's	Billed Support
289M	Creating an automotive and security technology portfolio.	2	\$900.00
10188	Software that integrates patient genetic information into electronic health records.	3	\$1,100.00
12775	A SaaS solution providing tracking of follow-up care to ensure no patient falls through the cracks. Along with patient engagement to give patients timely information helping them to stay on plan.	4.5	\$600.00
16985U	An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	3	\$500.00
17036	A device to capture CO2 emissions from train exhaust.	2	\$2,000.00
17057	An AI-powered teaching assistant that helps students learn more effectively and efficiently.	1	\$1,000.00
Total (6 Companies)		15.5	\$6,100.00

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

Uniq ID	Description	FTEs	Billed Support	
8806		8	\$2,825.00	
	Turnkey passive home entry module.	Fractional CFO; strategic financial assistance	8	\$2,825.00
8255Y		4	\$1,000.00	
	Communications software for business-to-business or business-to-consumer.	Update website content for problems we solve, defensible differentiation and benefits that we provide; provide email marketing content for 5 email campaigns; and provide list of potential objections from prospects and counters to those objections.	4	\$1,000.00
2752		7	\$10,000.00	
		Due diligence & assessment, digital experience evaluation, and strategy exploration.	7	\$5,000.00

Uniq ID	Description	FTEs	Billed Support
Entry-level neurophysiology (brain signal recording) kits for students to learn about the brain.	Due diligence & assessment, digital experience evaluation, and strategy exploration.	7	\$5,000.00
17172		1.5	\$600.00
Develops space-related technologies in collaboration with governments, research institutions and commercial partners	Website Development: page design, implementation, redirection, launch	1.5	\$600.00
17031U		2.5	\$8,000.00
Help more patients survive breast cancer and other types of cancers that are treated through surgical removal and radiation by helping their physicians provide the highest level of care and treatment.	Quality management system and product development process.	2.5	\$8,000.00
16989U		1	\$2,779.25
A web-based, interactive platform to deliver the training.	An LLC formation, license package, and MSA package.	1	\$2,686.25
	An LLC formation, license package, and MSA package.	1	\$93.00
16964U		2	\$363.75
A lifestyle group-based normative message that can be attached to any communications medium by the utility companies such as bills, periodic materials, social media, and online portals, to reduce residential energy consumption without incurring any additional cost.	Licensing agreement and formation.	2	\$363.75
16886U		1	\$385.50
Cryo-electron microscopy (cryo-EM) solves 3D structures of biomolecules in their natural states.	UM license package and an LLC formation.	1	\$385.50
16864U		2	\$785.00
Develop new synthetic materials composed entirely of plant-derived precursors	Legal services; intellectual property.	2	\$785.00
16813		2	\$3,304.00
An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	DBA amendment and trademark filing package .	2	\$1,054.00
	DBA amendment and trademark filing package .	2	\$340.00
	Legal services: License and customer agreement review.	2	\$1,910.00
16786		2.5	\$8,976.00
A developer of smartwatch-based software solutions designed to elevate engagement and outcomes in health and wellness.	Integration of client's service into signed customer's application.	2.5	\$8,976.00
16745U		3	\$623.30

Uniq ID	Description	FTEs	Billed Support
An automated CPT coding algorithm that can accurately predict prior authorization and charge reconciliation in the perioperative space.	Corporate formation, licensing of technology from innovation partnerships, and an advisor agreement.	3	\$242.50
	Corporate formation, licensing of technology from innovation partnerships, and an advisor agreement.	3	\$380.80
16658		4	\$5,613.50
An options dashboard that will provide useful insights to retail investors at a competitive price.	Additional securities and corporate representation.	4	\$106.50
	Reinforcement training neural network	4	\$392.00
	Legal services: Intellectual property protection and feasibility study.	4	\$2,557.50
	File a provisional patent to protect Ultima's process for collecting and storing information about publicly traded companies	4	\$2,557.50
16657Y		1	\$861.00
Automating the Pacemaker and Implantable Cardiac Defibrillator (ICD) remote monitoring workflow.	Legal Services: LLC formation and licensing agreement.	1	\$861.00
16643		2	\$2,312.50
A resale marketplace app. Users can connect with local buyers and sellers and meet in person to reduce shipping cost and carbon emissions.	Assistance to develop a full-stack mobile application system.	2	\$740.00
	Assistance to develop a full-stack mobile application system.	2	\$740.00
	Assistance to develop a full-stack mobile application system.	2	\$832.50
16577		21	\$1,200.00
An outpatient mental health center.	SEO and Adwords.	21	\$400.00
	SEO and Adwords.	21	\$800.00
16561U		1	\$1,817.20
An educational technology (edtech) solution that powers engaged learning through multi-player educational role-playing simulations.	Negotiations with regarding company financing; incubation and technology licensing; and founder's arrangement with new entity.	1	\$1,700.00
	Legal services - formation, trademark, and license/option package.	1	\$117.20
16538		1	\$1,761.51
A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	Accounting and bookkeeping assistance.	1	\$108.26
	Managing the Big Boost Marketing platform; communications with potential clients; website design, implementation, and management; managing the virtual assistant and their tasks; managing the CRM; editing marketing materials.	1	\$520.00
	Accounting and bookkeeping assistance.	1	\$153.75
	Managing the Big Boost Marketing platform; communications with potential clients; website design, implementation, and management; managing the virtual assistant and their tasks; managing the CRM; editing marketing materials.	1	\$460.00
	Accounting and bookkeeping assistance.	1	\$239.50

Uniq ID	Description	FTEs	Billed Support
	Managing the Big Boost Marketing platform; communications with potential clients; website design, implementation, and management; managing the virtual assistant and their tasks; managing the CRM; editing marketing materials.	1	\$280.00
16483		3.5	\$7,800.00
A software platform to enable a nationwide real estate portfolio.	Legal consulting for tax structure.	3.5	\$7,800.00
16482		2	\$9,161.98
An online network of interviewed and expert online coaches.	Revisions of bastion website and coaching software high-fidelity wireframing.	2	\$1,664.74
	Blog Writing	2	\$1,020.00
	Blog Writing	2	\$780.00
	Revisions of bastion website and coaching software high-fidelity wireframing.	2	\$1,326.33
	Development of messaging, file-sharing, data storage, miscellaneous website pages, an administrative portal, and profile customizability for both clients and coaches.	2	\$1,040.00
	Blog Writing	2	\$1,200.00
	Revisions of bastion website and coaching software high-fidelity wireframing.	2	\$900.91
	Build the about page, building six emails. These emails will be used to communicate and onboard users to the service.	2	\$1,230.00
16459		4.5	\$3,047.57
Offers neuroscience equipment sales, consulting, and commercialization services to support the growth of the neuroscience research community.	10 bonded 64-channel probes, completion of impedance testing, and probe packaging to support secure shipping.	4.5	\$1,822.11
	10 bonded 64-channel probes, completion of impedance testing, and probe packaging to support secure shipping.	4.5	\$1,225.46
16407Y		1	\$285.00
An all-in-one marketplace and digital platform for end-of-life and after-loss planning.	Review convertible note and formation document review.	1	\$285.00
16371		2	\$5,000.00
Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	Website development.	2	\$5,000.00
16266		2	\$1,500.00
An end-to-end project management tool that consolidates all trip planning processes into one place.	Marketing services.	2	\$1,500.00
16251M		2	\$3,540.50
Modular hardware platforms robotics and autonomous vehicle companies to run delivery services.	Partnership negotiations with Refraction, legal services around hybrid MSA license.	2	\$3,540.50
16236YM		2	\$3,700.00

Uniq ID	Description	FTEs	Billed Support
A technology company that provides mobility-as-a-service to individual, retail, and commercial customers in need of last mile delivery.	Develop a front end dashboard with API integration for their solution.	2	\$1,500.00
	Develop Standard Operating Procedures (SOPs) for MML's mobile platform	2	\$700.00
	Develop a front end dashboard with API integration for their solution.	2	\$1,500.00
16183		2	\$2,500.00
Linking NFTs to physical objects.	Legal services: trademark search and filing.	2	\$2,500.00
15340M		2	\$668.25
A type of Li-ion battery capable of high energy density and extreme fast charging.	Legal services: license agreement.	2	\$668.25
15339		1	\$1,680.00
A disruptive process which will revolutionize and cause standardization of Traumatic Brain Injury (TBI) diagnosis and treatment.	Grant and university internal application writing.	1	\$800.00
	Grant and university internal application writing.	1	\$720.00
	Grant and university internal application writing.	1	\$160.00
15335U		3	\$467.50
A frontline psychoeducation program for pregnancy and early parenting.	Legal services - trademark application.	3	\$302.50
	Legal services - trademark application.	3	\$165.00
15134U		2.5	\$2,233.80
An artificial intelligence tools that allow users to search videos.	Legal services: customer agreement and negotiations.	2.5	\$2,233.80
15090		5	\$600.00
Digital health and education company with a proven program to reduce weight and thus improve non-alcoholic fatty liver disease (NAFLD) for its members.	Develop filing strategy and file requisite documents at the USPTO for upcoming Statement of Use deadline due on October 25, 2023 for the NOVOLIFE trademark application.	5	\$600.00
14712		3	\$2,636.00
Automatically adjusting the flow of oxygen to patients using a closed-loop system that delivers precisely the right amount of oxygen based on the patient's real-time bio-metric and activity data.	Prepare preliminary amendment to update the priority claim and reduce the total claim count to 20 total, Prepare Information Disclosure Statement, Prepare filing documents (Application Data Sheet, transmittals, etc.) , File the national stage application.	3	\$2,636.00
13622		3	\$477.50
Creation of gaming software and merchandise for female audiences.	Draft revisions to a contract with a game publisher.	3	\$477.50
12840MU		1	\$3,300.00
An online peer-to-peer marketplace for parking aimed at solving parking availability and affordability problem on college campuses by using empty driveway space.	Marketing and content management, Google ads optimization and management.	1	\$3,300.00

Uniq ID	Description	FTEs	Billed Support
12775		4.5	\$5,027.50
A SaaS solution providing tracking of follow-up care to ensure no patient falls through the cracks. Along with patient engagement to give patients timely information helping them to stay on plan.	Conversion from LLC to corporation, equity incentive plan, and corporate governance.	4.5	\$5,027.50
12190		4	\$1,701.45
Makes control data easy and accessible to build predictive economic models.	SEO optimization.	4	\$1,701.45
12120		5.5	\$2,000.00
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.	Website design.	5.5	\$2,000.00
11859		4	\$1,700.00
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	\$600.00
	Lead generation and social media content.	4	\$400.00
	Lead generation and social media content.	4	\$700.00
11831Y		4	\$6,337.50
Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	Shipping Testing.	4	\$6,337.50
11801U		22	\$4,923.00
A machine-learning algorithm based on parcel data, historical records, and other data sources to predict service line materials.	SEO copywriting.	22	\$440.00
	Develop 2 custom website tools.	22	\$2,261.00
	SEO copywriting.	22	\$2,222.00
11540MU		3	\$2,475.00
Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	Design and fabricate 2 production machines - services only, no material.	3	\$1,575.00
	Design and fabricate 2 production machines - services only, no material.	3	\$900.00
11399		2	\$3,000.00
Non-thermal plasma devices that prevent airborne transmission of infectious diseases to and from livestock.	Review company position, formulate business plan and investor presentation, and Assess commercial potential of adjacent markets.	2	\$2,000.00
	Review company position, formulate business plan and investor presentation, and Assess commercial potential of adjacent markets.	2	\$1,000.00
585		3.5	\$2,316.97

Uniq ID	Description	FTEs	Billed Support
Software development with biostatistics and spatial epidemiology.	Marketing campaign.	3.5	\$2,316.97
Total (44 Companies)		160.5	\$131,287.03

Talent Programs

Entrepreneur-In-Residence Program

This quarter, 24 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
585	Software development with biostatistics and spatial epidemiology.	3.5	\$400.00
11350M	Autonomous last mile delivery trailer.	5	\$1,650.00
11900M	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	2.5	\$1,800.00
12036U	An automated leasing and marketing for any property management firm to book more tours.	1	\$1,225.00
12120	A population health infrastructure and registry tool that aggregates data from external sources to calculate physician and network performance against sets of clinical guidelines and facilitates.	5.5	\$4,100.00
12775	A SaaS solution providing tracking of follow-up care to ensure no patient falls through the cracks. Along with patient engagement to give patients timely information helping them to stay on plan.	4.5	\$4,000.00
14794U	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	3.5	\$1,125.00
15196	A children's app aimed at fostering social and emotional intelligence for three- to seven-year-olds in the U.S.	1	\$3,800.00
15272	A prophylactic Pseudomonas aeruginosa (Pa) vaccine created from a proprietary vaccine development platform.	5	\$2,000.00
15335U	A frontline psychoeducation program for pregnancy and early parenting.	3	\$462.50
15386M	Safe battery collection, transport, and storage for highly combustible batteries.	2	\$547.50
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	3	\$1,250.00
16251M	Modular hardware platforms robotics and autonomous vehicle companies to run delivery services.	2	\$1,875.00
16528	A community-based platform that enables instant communication between experienced handymen and self-reliant homeowners to resolve house repair/improvement problems.	1	\$7,200.00
16538	A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	1	\$3,575.00
16561U	An educational technology (edtech) solution that powers engaged learning through multi-player educational role-playing simulations.	1	\$4,800.00
16577	An outpatient mental health center.	21	\$4,500.00
16599	Allow users to set up a legally binding contract that only allows funds to be pushed after both sides are 100% confident that the corresponding section of the contract has been fulfilled.	1	\$4,500.00

Uniq ID	Description	FTEs	Billed Support
16625	A digital platform enabling communication and clinical collaboration across the care continuum with patients & families, providers, and network affiliates.	1	\$2,500.00
16813	An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	2	\$6,000.00
16833	Making real, fun, engaging games that also end up having therapeutic qualities and educate our players about their mental health.	2	\$937.50
16985U	An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	3	\$4,000.00
7282	A Think-Work-Together platform.	2.5	\$125.00
8255Y	Communications software for business-to-business or business-to-consumer.	4	\$1,750.00
Total (24 Companies)		81	\$64,122.50

Intern Matching Funds Program

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

Uniq ID	Description	FTEs	Billed Support
7876U	Wearable graphene nanoelectronic alcohol sensor for real-time alcohol monitoring.	5	\$180.00
11350M	Autonomous last mile delivery trailer.	5	\$924.00
12840UM	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	\$2,800.00
10188	Software that integrates patient genetic information into electronic health records.	3	\$200.00
14747	A video game advertising agency that helps businesses and brands promote their products.	1	\$9,580.00
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	7	\$221.63
11212Y	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	5	\$1,950.30
12902Y	A drug formulation to help chronic kidney disease patients.	2	\$1,391.82
11353	Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	4	\$100.00
11367	Software for school exit loan counseling guidance process.	7	\$8,000.00
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	\$2,659.50
16705	In-person eSignatures.	5	\$3,125.00
16420	A multi-tiered building-integrated thermometric home energy management system (HEMS) applied at the interior, surface-level of the building envelope.	1	\$4,166.00
16371	Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	2	\$840.00

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	\$3,850.00
Total (15 Companies)		52	\$39,988.25

Digital Engagement Clinic

Uniq ID	Description	FTEs	Billed Support
16817	The Digital Engagement Clinic at EMU (interns employed directly by the Clinic).	-	\$8,401.50
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	67	\$2,925.00
12031UM	Multi-dimensional electromagnetic energy convertor (EMEC) that increases the power density of conventional solar modules.	2	\$3,244.82
6828	Software for the analysis of genetic data.	7	\$2,880.00
9	Ann Arbor SPARK	-	\$3,088.44
15340M	A type of Li-ion battery capable of high energy density and extreme fast charging.	2	\$3,082.50
2752	Entry-level neurophysiology (brain signal recording) kits for students to learn about the brain.	7	\$3,147.04
585	Software development with biostatistics and spatial epidemiology.	3.5	\$1,165.14
8832	Security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	40	\$2,833.00
12840UM	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	\$2,908.26
16528	A community-based platform that enables instant communication between experienced handymen and self-reliant homeowners to resolve house repair/improvement problems.	1	\$2,947.50
17052M	Retrofitting kits that give consumers the opportunity to upgrade their gasoline dirt bikes to electric.	1	\$2,979.00
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	5	\$2,585.16
7117U	Data processing algorithms and curated genetic database software as a service.	125	\$3,060.00
17049	A smart, screenless learning system that teaches young children how to read while they play, and gives parents peace of mind that they have support watching for the signs of autism and dyslexia.	1	\$2,997.00
16999	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.	6.5	\$2,779.38
17051	A unique apparel business that combines the passion for dogs and outdoor adventure by offering high-quality, durable, and stylish apparel and accessories for both dog owners and their pets.	1	\$3,054.06
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	13	\$3,163.50
13622	Creation of gaming software and merchandise for female audiences.	3	\$1,501.92
8806	Turnkey passive home entry module.	8	\$3,169.94
12190	Makes control data easy and accessible to build predictive economic models.	4	\$4,689.90

Uniq ID	Description	FTEs	Billed Support
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	2	\$2,091.18
12929M	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.	1	\$2,790.00
8479	University of Michigan School of Information	-	\$3,168.00
16775Y	A marketplace for discovering, planning, and booking small corporate events and team experiences in a variety of unique spaces.	1	\$3,038.22
Total (25 Companies)		302	\$77,690.46

Boot Camp

Uniq ID	Account Description	FTEs
16786	A developer of smartwatch-based software solutions designed to elevate engagement and outcomes in health and wellness.	2.5
16928	A cutting-edge all-in-one hydrogen station with AI/ML energy management system designed to make hydrogen refueling easy, smart, and convenient.	1
17032	Solving inefficiency in the drug discovery pipeline.	1
17033	An online platform that helps teachers find and connect with change-makers in their community	1
17049	A smart, screenless learning system that teaches young children how to read while they play, and gives parents peace of mind that they have support watching for the signs of autism and dyslexia.	1
17058	An app and API service for 1099 contract workers, self employed, and corporate sales workers to automate and estimate their annual withholding.	0
Total (6 Companies)		6.5

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	Account Description	Start Date	Seats	FTEs
SPARK Central Lower Level: Designated Desk			1.6	4
11865	Advertising technology platform that makes local advertising faster, less expensive, and more accountable.	11/1/2022	1	3
12090	A sensor, cloud-based data management and analytics system application component for athlete’s interaction and communication.	4/1/2022	0.3	0.5
16436	A software that is intended to deliver programming and track progress of athletes for strength coaches in their gym.	4/1/2022	0.3	0.5
SPARK Central Lower Level: Flex Desk			1	45
16662	Develops and manufactures camera-based Advanced Driver Assistance Systems (ADAS) solutions to make the roads safer today.	11/7/2022	1	45

Uniq ID	Account Description	Start Date	Seats	FTEs
SPARK Central Lower Level: Virtual Desk			-	289
11540UM	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	10/27/2023	-	3
17242	Chronic Illness Counseling, mental health services, clinical social work	9/7/2023	-	1
17076	An e-Commerce Logistics Software-as-a-Service (SaaS) Marketplace Technology.	9/4/2023	-	2
12128U	An artificial intelligence software platform that uses real-time in the catheterization lab to process conventional angiograms and automate a quantitative clinical assessment of coronary artery disease (CAD) patients.	9/1/2023	-	5
17172	Develops space-related technologies in collaboration with governments, research institutions and commercial partners	8/9/2023	-	1.5
17173UM	A cloud-based software designed to mitigate cyber risks in the automotive industry's complex supply chains.	8/1/2023	-	3
17181	Providing real time values of CO2 build up within the patient and automated CO2 removal from patients as needed	8/1/2023	-	5
17116	A consumer app that allows users to generate Art and Avatar using AI and share content and experiences with their connections	7/17/2023	-	1
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	-	2.5
16989U	A web-based, interactive platform to deliver the training.	6/1/2023	-	1
15386M	Safe battery collection, transport, and storage for highly combustible batteries.	5/16/2023	-	2
8419M	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	5/16/2023	-	6
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	-	10
8189M	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	5/16/2023	-	17.5
16722	A search engine for "alternative TLDs" that use gTLDs or Web3 TLDs (such as Handshake).	5/16/2023	-	4
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	5/16/2023	-	2
16371	Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	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
4803U	An intuitive integrated display that retrieves medical data.	5/8/2023	-	6
15410M	An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes & uses.	5/4/2023	-	2

Uniq ID	Account Description	Start Date	Seats	FTEs
12128U	An artificial intelligence software platform that uses real-time in the catheterization lab to process conventional angiograms and automate a quantitative clinical assessment of coronary artery disease (CAD) patients.	5/3/2023	-	5
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
16625	A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	4/24/2023	-	1
16599	Allow users to set up a legally binding contract that only allows funds to be pushed after both sides are 100% confident that the corresponding section of the contract has been fulfilled.	4/24/2023	-	1
16928	A cutting-edge all-in-one hydrogen station with AI/ML energy management system designed to make hydrogen refueling easy, smart, and convenient.	3/10/2023	-	1
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
16813	An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	12/29/2022	-	2
16464M	A unique electric vehicle thermal management system.	12/20/2022	-	2
16786	A developer of smartwatch-based software solutions designed to elevate engagement and outcomes in health and wellness.	12/5/2022	-	2.5
8476	Coach startups, help perfect their investor pitches and connect entrepreneurs with investors.	12/5/2022	-	0
11918Y	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	11/1/2022	-	4
11540UM	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	10/27/2022	-	3
16739U	Use of artificial Intelligence in the processing of endoscopy videos.	10/24/2022	-	2
16459	Offers neuroscience equipment sales, consulting, and commercialization services to support the growth of the neuroscience research community.	9/20/2022	-	4.5
16658	An options dashboard that will provide useful insights to retail investors at a competitive price.	9/19/2022	-	4
16365M	The next generation of eco-friendly, energy-saving ice management systems.	9/1/2022	-	7
16656	Game development studio focused on creating a next generation, free-to-play, live service, social shooter.	8/16/2022	-	1
15264	A creator financing and NFT marketplace.	6/15/2022	-	5

Uniq ID	Account Description	Start Date	Seats	FTEs
16411	A home-based, over-the counter diagnostic wearable that detects early-stage SARS-CoV-2 and influenza related antigens, ESCoT™.	4/25/2022	-	1
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	3/19/2022	-	3
16154U	A urinary catheter extension for early UTI detection.	3/4/2022	-	2
0289M	Creating an automotive and security technology portfolio.	2/21/2022	-	2
16274	An augmented reality multimedia hardware and software package designed and patented for patient safety.	11/23/2021	-	6
14242U	A cloud-based computational teaching and learning platform.	11/23/2021	-	1
12937	A self-sanitizing door handle by ultraviolet (UV) light.	11/3/2021	-	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
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	10/8/2021	-	6
12911	Works with organization's cross-functional leadership teams to translate existing (or enhanced) data, insights, and institutional knowledge into a readily actionable experience design strategy that unleashes new sources of revenue in both the near- and longer-term.	9/14/2021	-	1
8609	Quotation lifecycle management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	9/14/2021	-	5
12842M	Last mile robot delivery solutions.	9/9/2021	-	6
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	9/1/2021	-	3
15378M	A company that provides a robotics platform for autonomous mobility solutions in a variety of industries.	8/23/2021	-	2
15389	A pay-it-forward system to purchase gifts of cheer for their friends and family.	8/19/2021	-	1
14712	Automatically adjusting the flow of oxygen to patients using a closed-loop system that delivers precisely the right amount of oxygen based on the patient's real-time bio-metric and activity data.	8/6/2021	-	3
15352	A venture capital firm.	8/4/2021	-	1
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	6/21/2021	-	2
585	Software development with biostatistics and spatial epidemiology.	6/16/2021	-	3.5
15241	A platform that utilizes biosignals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.	6/1/2021	-	2
15255	Digitization of an existing professional internal auditing methodology.	5/27/2021	-	3
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
15159	Helps healthcare companies know what germs are growing in their clinical environments.	4/26/2021	-	1.5

Uniq ID	Account Description	Start Date	Seats	FTEs
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
11960	Background check for customers who use online services.	4/12/2021	-	2
14794U	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	3/18/2021	-	3.5
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	-	5
11895	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements, and collaborate with suppliers in a single platform.	2/16/2021	-	3.5
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	2/16/2021	-	1.5
8122	Platform for pharmacies and physician offices to source prescription drugs.	2/16/2021	-	2
8769	Automated legal document generation software.	2/15/2021	-	1
7723	A research and consulting firm focused on transportation and sustainability.	2/15/2021	-	1
11850	A cloud based robo-advisory platform for commodity hedging.	2/15/2021	-	3
8323	System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	2/15/2021	-	1
12129	Uses data signals and historical patterns to provide a high accuracy labor demand forecast and prescribe optimized scheduling to yield reduced labor expense without compromising service quality.	2/15/2021	-	2.5
8543UM	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	1/22/2021	-	9
11893M	Developing a level 4 autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet.	12/1/2020	-	5
11691U	Focus on bringing the therapeutic benefits of nitric oxide to market.	11/6/2020	-	8
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	10/21/2020	-	3
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
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	7/29/2020	-	2
11373	Software development studio with a focus on digital games, entertainment, and tools.	7/29/2020	-	1
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	-	4
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	-	1
7982	Drug discovery SaaS product.	1/1/2019	-	4

Uniq ID	Account Description	Start Date	Seats	FTEs
8774M	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	1/15/2018	-	2
8591	Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence prevention (WPV) and active shooter preparedness.	7/19/2017	-	2
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/2017	-	5
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/2013	-	2
Total (94 Companies)			-	289
SPARK Central 1st Floor: Suite			-	6
7374	Augmented reality application for immersive digital experiences based on children's books.	2/10/2023	-	6
SPARK Central 3rd Floor: Suite			13	21
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	4/1/2023	7	13
8806	Turnkey passive home entry module.	10/1/2019	6	8
SPARK Central 4th Floor: Designated Desk			21	3
7617	U-M Startup accelerator.	4/1/2023	20	2
16785	Helps organizations identify and answer illusive entanglements of problems presented by the quickly-churning global information economy.	12/5/2022	1	1
SPARK East: Designated Desk			2	2
8912Y	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	10/22/2021	2	2
SPARK East: Flex Desk			4	21.5
7591Y	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	12/8/2021	2	13
15281Y	Automated small to medium business loan approval process to accelerate loan approval.	7/22/2021	1	4.5
8255Y	Communications software for business-to-business or business-to-consumer.	2/15/2021	1	4
SPARK East: Virtual Desk			0	55
17174Y	Remote job board	8/11/2023	-	1
12039U	Analytics tool that generates synthetic big data sets for healthcare.	7/31/2023	-	4
17157Y	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	7/28/2023	-	2
12902Y	A drug formulation to help chronic kidney disease patients.	7/2/2023	-	2
16657	Automating the Pacemaker and Implantable Cardiac Defibrillator (ICD) remote monitoring workflow.	6/26/2023	-	1
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
17007Y	To provide software services, business consulting services, and import parts and trade.	5/10/2023	-	0

Uniq ID	Account Description	Start Date	Seats	FTEs
16775Y	A marketplace for discovering, planning, and booking small corporate events and team experiences in a variety of unique spaces.	3/6/2023	-	1
15107	An application for peer-to-peer tool and equipment rentals.	2/20/2023	-	2
16236YM	A technology company that provides mobility-as-a-service to individual, retail, and commercial customers in need of last mile delivery.	2/14/2023	-	2
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
16271	Dedicated to translating the business potential of breakthrough bioscience technologies in targeted geographies.	5/2/2022	-	2
12260YU	To reduce medical supply surplus by providing end-to-end supply tracking and management solutions.	10/25/2021	-	2
15408Y	A portable document and photo scanner.	9/7/2021	-	1
15282Y	A digital identity and vital information storage and exchange platform.	7/7/2021	-	2
11252YM	Two wheeled 'series hybrid' for developing markets.	2/18/2021	-	1
6977YU	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	2/16/2021	-	6
8132Y	DNA and bioinformatics analysis and collaboration platform.	2/15/2021	-	2
11212Y	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2/12/2021	-	5
11953Y	Test technology for color measurement in paint for quality control.	1/1/2021	-	1
14226Y	Web application that tailors to companies in search of qualified technology-based suppliers.	9/18/2020	-	1
12929YM	A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto businesses to share their cars, passion, auto skills, or expertise with guests.	8/24/2020	-	1
11831Y	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/2019	-	4
8366Y	Physiological performance data analytics company.	10/10/2019	-	1
3549Y	Disposable patient lifting system.	9/7/2010	-	3
Total (27 Companies)			-	55
SPARK East: Suite			7	7
1782YM	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	4/14/2022	7	7

Hosted Networking and Educational Events

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

Event Date	Event Name	Location	Attendees	Event Description
7.12.2023	SPARK.ed Sales Process Training	Virtual	28	Developing a standardized sales process and knowing how to begin are must-have skills. In this session, we will discuss these issues, show you how to improve your sales, and increase your probability of success. This SPARK.ed is hosted by Ann Arbor SPARK and led by Ted Dacko, a serial entrepreneur with decades of experience in B2B companies, engaging customers, and leading teams.
7.20.2023	Filling the Talent Gap	Virtual	24	Is the talent gap affecting your bottom line? Thousands of Michigan companies have successfully hired highly skilled international talent. You can too! Join Ann Arbor SPARK and Global Detroit for a virtual workshop to learn how. In this workshop, you will: get an overview of the Global Talent Initiative, learn how to utilize Optional Practical Training (OPT) to hire STEM talent, and familiarize yourself with the H-1B visa program and its application process.
7.27.2023	Customer Discovery - The Secret to Startup Success (Part One)	Virtual	17	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Understanding who your potential customer is, what keeps them up at night, and what motivates them to solve those challenges, provides the foundation for everything from product development to more effective marketing and sales. Join us for this two-part workshop to learn the fundamentals of customer discovery.
8.3.2023	Customer Discovery - The Secret to Startup Success (Part 2)	Virtual	23	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Understanding who your potential customer is, what keeps them up at night, and what motivates them to solve those challenges, provides the foundation for everything from product development to more effective marketing and sales. Join us for this two-part workshop to learn the fundamentals of customer discovery.
8.3.2023	Ypsi 9th Hour: Back Office Studio	Back Office Studio	91	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.
9.15.2023	Invest360	U-M Golf Course	137	Invest360 showcases early-stage companies to Michigan's investor community as they compete for \$50,000 in one of three categories: information technology, mobility, and healthcare.
9.15.2023	FastTrack Awards	U-M Golf Course	136	The annual FastTrack Awards honors fast-growing 'gazelle' companies headquartered in Washtenaw and Livingston counties. Celebrate their success with us!

Event Date	Event Name	Location	Attendees	Event Description
9.18.2023	Michigan Angel Summit	Kensington Hotel	160	Gain valuable insights about the opportunities and latest trends in angel investing while networking with like-minded investors from around the state.
9.18.2023	Women in Tech	Venue by 4M	209	This program positions established or climbing women in the tech field to create effective and warranted disruption to their industry by addressing gender bias, pay inequality, and overcoming adversity.
9.19.2023	Mobility Summit	Kensington Hotel	174	Experts in the mobility space present their findings while innovators from diverse sectors share how they are shaping the future of mobility, the opportunities and challenges of accessibility, and how cities are changing the narrative of mobility and equity.
9.19.2023	Tech Talk	Michigan Theater	182	From origin stories to behind-the-scenes accounts of the fascinating technologies being developed here, audiences will hear from the brilliant minds behind the Ann Arbor region's most innovative companies.
9.22.2023	Tech Trek	Downtown Ann Arbor	1621	Ann Arbor's largest public tech-inspired event returns! Connect with tech companies at this free, community street fair and open house where regional technology companies showcase their innovations, advancements, and culture.
9.28.2023	Customer Discovery - The Secret to Startup Success (Part 1)	Virtual	30	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Understanding who your potential customer is, what keeps them up at night, and what motivates them to solve those challenges, provides the foundation for everything from product development to more effective marketing and sales. Join us for this two-part workshop to learn the fundamentals of customer discovery.
Total (13 Events)			2,832	

Microloans

Number of loans currently outstanding:	4
Current total loan amount outstanding	\$213,837.74
Loan amounts repaid this fiscal year	\$0
Loans written off this fiscal year	\$81,210.54
Cumulative Jobs retained	113.5
Cumulative net Jobs created	88
Payment made back to LDFA this fiscal year	\$0
Current balance of the microloan account	\$10,003.41

Biotech Commercialization Course

Uniq ID	Description	FTEs
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.	2.5
17049	A smart, screenless learning system that teaches young children how to read while they play, and gives parents peace of mind that they have support watching for the signs of autism and dyslexia.	1
17231	Platform of tools to help K-12 students struggling with mental health	3
17232	Developing a novel smart needle which reduces infiltrations and needle placement injury in kidney care patients	1
Total (4 Companies)		7.5

Capital Raised

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

Uniq ID	Investor Organization	Total Amount
Venture Capital		\$1,525,000.00
11607	LearnLaunch Fund + Accelerator	\$50,000.00
4432U	Allos Ventures	\$1,000,000.00
16534	Desai / UofM Zell Founders Fund	\$25,000.00
12929MY	Undisclosed	\$500,000.00
Angel		\$50,000.00
16566	Undisclosed	\$50,000.00
Corporate/University/Foundation		\$1,506,000.00
8054U	NIH	\$1,500,000.00
16653Y	Fidelity Charitable	\$5,000.00
16860	Start Garden	\$1,000.00
Founder/Insider		\$30,000.00
11865	Black Wave Ventures	\$30,000.00
Total (9 Companies)		\$3,111,000.00

Software

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

1. **Zendesk:** \$822.00 (\$375.00/month) – Customer experience tool to help manage the incubators.
2. **DocuSign:** \$5,769.87 – Electronic signature tool used to administrate contracts and proposals
3. **Survey Monkey:** \$7,000 – Survey platform utilized for the annual LDFA survey
4. **SalesForce:** \$1,525.64 – CRM Tool used for data organization and recording





Total: \$15,117.51

Integrated Marketing Plan



Marketing Performance Metrics | Q1

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	FY 23 – 24, Q1	Vs. Last Quarter	Vs. Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	188,835	+90%	+96%
Video Views 	Video views on multiple platforms to reach wider audiences.	145,996	+38%	-26%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	2,468,100	+32%	+10%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	182,104	+81%	-10%



a2TECH360

Ann Arbor's Week-Long Celebration of Innovation

2023 Events Recap

Learn more at a2Tech360.com

2023 Registrations

18 Events *Including 11 partner events*



3,870+

Total Registrations



2,621

SPARK Event Registrations



1,250+

Partner Event Registrations



a2TECH360 September 14 – 22

 September 14	 September 14	 September 15	 September 15	 September 16	 September 18	 September 18	 September 19	 September 19
 September 20	 September 20	 September 20	 September 21	 September 21	 September 21	 September 22	 September 22	 September 22

Learn more at a2Tech360.com

Strategic Marketing and Communication Services

The newest addition to the SPARK services for our clients is strategic marketing and communication services. This is an in-house marketing strategy and service for our clients through the LDFA, dedicated to helping clients effectively reach their target audience. A few of the services offered through this expansion are strategy and planning, market targeting, support, and advice on the execution of specific tactics, and connecting clients to additional community resources. This quarter there were a total of 46 sessions with 21 companies; 7 of them were new marketing clients.

Uniq ID	Description	Sessions	New Co.
16952Y	Strategic marketing session	1	
8237Y	Strategic marketing session	1	
16989U	Strategic marketing session	4	
585	Strategic marketing session	3	
17174Y	Marketing needs assessment	1	1
15388	Strategic marketing session	1	
15421	Strategic marketing session	1	
7938	Content development; strategic marketing session	3	
16266	Strategic marketing session	2	
16498U	Strategic marketing session	2	
15410M	Strategic marketing session	5	
3955Y	Strategic marketing session	1	
15288	Strategic marketing session	3	
17217	Marketing needs assessment	1	1
17049	Strategic marketing session	1	
16999	Marketing needs assessment, content development; strategic marketing session	2	1
17057	Technical assistance, marketing needs assessment	2	1
6977YU	Content review and edits; strategic marketing session, content development	9	
16672U	Marketing needs assessment	1	1
17106	Marketing needs assessment	1	1
17208	Marketing needs assessment	1	1
Total (21 Companies)		46	7

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]

8 Total requests received

8 Requests non-tech

0 Qualified leads referred to Lenawee Now

Company Created

None during 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

Industry 4.0 Showcase at Southern Michigan Center for Science and Industry – 09/27/2023

Capital Raised

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

Methodology

Jobs Created: 0

Methodology

Initial Data Entry

A procedure was implemented in late 2008 requiring all entrepreneurs requesting assistance of Ann Arbor SPARK for Business Acceleration services, Incubator space or Boot Camp to 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.