LDFA Report – Ann Arbor SPARK 2018

Fourth Quarter
2017-2018

$272K Support for companies

133 Companies Served

11 Companies Created

Jobs 47.5 jobs created — 478 current FTEs

3534 Event Attendees

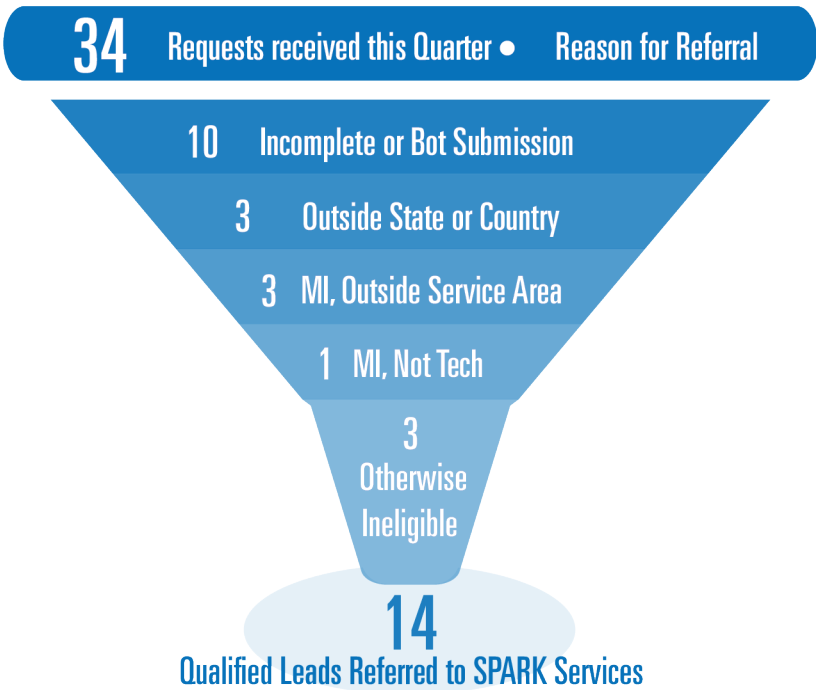**Funds Raised $0.1 M** investments & grants

Ann Arbor SPARK works to advance the economy of the Ann Arbor region by establishing the area as a desired place for business expansion and location... by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.
For more information visit: www.annarborusa.org

SPARK@nn arbor usa

Ann Arbor-Ypsilanti Smart Zone
Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: *April 1, 2018 – June 30, 2018*

Business Accelerator Intake – Phase I

34 Requests received this Quarter ●   Reason for Referral

10 Incomplete or Bot Submission

3 Outside State or Country

3 MI, Outside Service Area

1 MI, Not Tech

3 Otherwise Ineligible

14
Qualified Leads Referred to SPARK Services

Companies Created

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

Uniq ID	Company Description
11112	Software products that enable IBM Security AppScan and IBM QRadar to support advanced capabilities both previously could not.
8636	Guided meditation and respiratory biofeedback app.
8845	Virtual reality entertainment business.
11110	Web-based software package that allows patients to complete their personal and family history at home.
8806	Turnkey passive home entry module.
11105	Do it yourself financial planning in a digital platform.
9936	Disposable oxygenating technology that can be integrated into existing dressings/therapies.
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.
9979	STEM-based drone model kit for educational and general use.
8143	Secure vehicle data harvesting product.
8440	Web platform to facilitate end of life decisions.
	11 Companies

Boot Camp

The following teams progressed through the Boot Camp program. Kickoff was on March 26th, check in day was held April 5th, and the two Mentor Days were held May 7th and 8th.

Uniq ID	Team Description	FTEs
10191	Wireless link that offers fiber-like speeds for the backhaul and last-mile connection in the network.	1
11105	Do it yourself financial planning in a digital platform.	1
11110	Web-based software package that allows patients to complete their personal and family history at home.	6
11116	FAA-compliant drone swarm technology.	2
11120	Cross-MBA trips for students from several universities before their MBA program begins.	2
8001	Radiation measurement and display enabled by modern technologies.	1
8440	Web platform to facilitate end of life decisions.	3
8769	Automated legal document generation software.	1
8794	Software application that guides home buyers by making the transaction steps transparent to all parties.	1
8845	Virtual reality entertainment business.	2
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	2
8889	Products designed to mimic natural predators that protect properties from wildlife damage.	2
9979	STEM-based drone model kit for educational and general use.	1
	Total (13 Teams)	**23.5**

Business Acceleration

Look for these codes by the Uniq ID in the following tables.

M = Mobility Company
Y = Ypsilanti Company
U = University of Michigan affiliated

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

Uniq ID	Company Description	FTEs	Billed Support
11110	Web-based software package that allows patients to complete their personal and family history at home.	6	$1,800
6834	Developer and manufacturer of high-resolution sensors used for near real-time diagnostics in food pathogen testing.	4	$2,000
8343	Software application that allows restaurants to efficiently take customer orders over text message.	3	$2,000
8797	Off-the-shelf machine learning applications.	7	$1,000
	Total (4 Companies)	**20**	**$6,800**

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

Company Description	Project Description	FTEs	Billed Support
0233		**0.5**	**$1,268**
Treatment for the antibiotic-resistant intestinal disease known as Clostridium difficile.	Scientific testing.	0.5	$1,268
11105		**1**	**$3,575**
Do it yourself financial planning in a digital platform.	Registration as a new investment advisory firm.	1	$3,575
11112		**1**	**$3,734**
Software products that enable IBM Security AppScan and IBM QRadar to support advanced capabilities both previously could not.	Formation, document creation, license negotiations.	1	$1,700
Software products that enable IBM Security AppScan and IBM QRadar to support advanced capabilities both previously could not.	Formation, document creation, license negotiations.	1	$2,034
11127		**2**	**$2,100**
Field service software for organizations that need to manage a large number of complex facilities.	Video production.	2	$2,100
4432U		**4**	**$721**
Life science research recruiting software.	International trademark registration.	4	$721
7074		**3**	**$4,460**

Company Description	Project Description	FTEs	Billed Support
Risk assessment and communication app for surgeons, and pre-surgical intervention programs.	Financial projections.	3	$960
Risk assessment and communication app for surgeons, and pre-surgical intervention programs.	Pricing and market entry strategy.	3	$1,500
Risk assessment and communication app for surgeons, and pre-surgical intervention programs.	Pricing and market entry strategy.	3	$2,000
7202		**2**	**$5,000**
Sports fandom competition, tracking, and social media integration smart phone app.	Android app development.	2	$5,000
7375U		**1.5**	**$21,100**
Mobile app for tracking and analyzing pain data.	Execute go-to-market strategy.	1.5	$7,300
Mobile app for tracking and analyzing pain data.	Execute go-to-market strategy.	1.5	$7,900
Mobile app for tracking and analyzing pain data.	Execute go-to-market strategy.	1.5	$5,900
7704U		**1**	**$2,199**
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Licensing and LOI negotiation.	1	$1,211
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Licensing and LOI negotiation.	1	$988
7754U		**4.5**	**$800**
Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	Corporation conversion and equity plan.	4.5	$800
7772U		**4**	**$5,670**
Cloud computing that runs parallel libraries resulting in large speedup.	Negotiate license from the university, set up the legal structure and corporate documents, review and prepare beta customer agreement, NDAs, consulting agreements, employment agreement for equity issuances.	4	$3,000
Cloud computing that runs parallel libraries resulting in large speedup.	Negotiate license from the university, set up the legal structure and corporate documents, review and prepare beta customer agreement, NDAs, consulting agreements, employment agreement for equity issuances.	4	$270
Cloud computing that runs parallel libraries resulting in large speedup.	Market assessment, competitive landscape analysis.	4	$800
Cloud computing that runs parallel libraries resulting in large speedup.	Market assessment, competitive landscape analysis.	4	$1,600
7815U		**1**	**$200**
Online learning platform for contract lawyers.	Logo design.	1	$200
7982		**5**	**$1,450**
Drug discovery SaaS product.	License agreement of tech to a third party, negotiation of a license with Florida.	5	$1,450
8001U		**1**	**$255**

Company Description	Project Description	FTEs	Billed Support
Radiation measurement and display enabled by modern technologies.	Marketing services.	1	$255
8007MU		**4**	**$9,331**
Bamboo composite materials.	Automation feasibility assessment and analysis for bamboo fiber extraction production process.	4	$1,725
Bamboo composite materials.	Automation feasibility assessment and analysis for bamboo fiber extraction production process.	4	$5,805
Bamboo composite materials.	Automation feasibility assessment and analysis for bamboo fiber extraction production process.	4	$1,801
8037		**7**	**$5,000**
Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.	Rebrand/position for direct-to-consumer sales.	7	$5,000
8050		**12**	**$7,054**
Employee engagement SaaS app.	Migration to AWS.	12	$780
Employee engagement SaaS app.	Migration to AWS.	12	$6,274
8076		**4**	**$1,500**
Mobile giving app for non-profits.	Optimize social media profiles, event marketing strategy, refresh content on website for SEO, SEM analysis.	4	$1,500
8209		**3**	**$213**
Crowd-gifting platform designed specifically for Latin Americans and their families.	Trademarks.	3	$213
8230M		**2**	**$12,125**
Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.	Improve the UI/ UX along with customer on-boarding process.	2	$5,000
Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.	Improve the UI/ UX along with customer on-boarding process.	2	$5,000
Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.	Improve the UI/ UX along with customer on-boarding process.	2	$2,125
8271U		**5**	**$300**
Evidenced Health Risk Appraisal (HRA) program and services.	Option/License, employment and contractor, employee equity incentive plan, license agreement, master services agreement.	5	$300
8364MU		**2.5**	**$2,159**

Company Description	Project Description	FTEs	Billed Support
Programming language for computer numeric control manufacturing.	Option plan package, beta test agreement, technical independent contractor agreement for some of the new team members.	2.5	$1,660
Programming language for computer numeric control manufacturing.	Option plan package, beta test agreement, technical independent contractor agreement for some of the new team members.	2.5	$499
8380		**5**	**$950**
Secure tele-pathology platform for digital microscopy.	Accounting setup, financial projections.	5	$950
8393		**1**	**$1,514**
B2B marketplace where businesses can easily find quality IT professionals.	Audit and optimization, landing page creation, AdWords management, downloadable content creation.	1	$1,083
B2B marketplace where businesses can easily find quality IT professionals.	Customer on-boarding.	1	$431
8422U		**1**	**$390**
A new process to manufacture custom orthotic devices by connecting orthotists with 3D printing through the cloud.	Accounting system setup.	1	$390
8434		**0.5**	**$1,100**
Instruments for single molecule detection of DNA, RNA, and proteins.	Establish accounting structure.	0.5	$1,100
8440U		**3**	**$4,500**
Web platform to facilitate end of life decisions.	Initial corporate agreements and HIPPA policy.	3	$4,500
8522		**2**	**$30,209**
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Webpage design, sell sheet/mini brochure, presentation template.	2	$10,000
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	UX and graphic design changes to service larger paying clients.	2	$1,059
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	UX and graphic design changes to service larger paying clients.	2	$1,087
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Sales pipeline development.	2	$3,750
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Sales pipeline development.	2	$1,875
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Sales pipeline development.	2	$3,438
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Develop a process for customer set up, servicing, upsell, and reporting.	2	$3,000
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Develop a process for customer set up, servicing, upsell, and reporting.	2	$3,000
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Develop a process for customer set up, servicing, upsell, and reporting.	2	$3,000
8540		**2**	**$3,130**

Company Description	Project Description	FTEs	Billed Support
Product to improve Inventory management, waste reduction, foam reduction, and precision carbonation control of draft beverages.	Provisional and non-provisional patent application.	2	$3,130
8543M		**4**	**$2,500**
Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	Trademark analysis.	4	$1,300
Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	Terms of service and privacy policy agreements, review and analysis of strategic alliance agreement.	4	$1,200
8591		**1**	**$1,200**
Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	Sales collateral development.	1	$150
Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	Sales collateral development.	1	$50
Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	LMS setup and customer support.	1	$500
Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	LMS setup and customer support.	1	$500
8601		**2**	**$500**
Web browser plug in allowing users and advertisers to express themselves on top of web content in a sharable manner.	Website and logo.	2	$500
8636Y		**2**	**$970**
Guided meditation and respiratory biofeedback app.	Terms of service, privacy policy, and assistance with convertible note.	2	$970
8761		**5.5**	**$175**
System that allows companies to understand network attack from the outside-in and discover new threats and assess their global impact.	Brand experience, visual language studies, rough wireframes, and high-fidelity visual comps for the marketing homepage.	5.5	$175
8769		**1**	**$850**
Automated legal document generation software.	Terms of use and privacy policy, license agreement.	1	$850
8771		**4**	**$3,500**
Photography marketplace to match freelance photographers with clients.	Logo, branding package.	4	$1,750
Photography marketplace to match freelance photographers with clients.	Logo, branding package.	4	$1,750
8774M		**4**	**$2,000**

Company Description	Project Description	FTEs	Billed Support
V2X software to make roads and vehicle-to-everything interactions safer.	License agreements with MIT and DoT.	4	$2,000
8793M		**2**	**$515**
A portable, 180° rear/side view vision system with no fish eye effect.	Investor engagement.	2	$515
8794		**0.5**	**$200**
Software application that guides home buyers by making the transaction steps transparent to all parties.	Contractor and equity agreements.	0.5	$200
8806		**2**	**$5,500**
Turnkey passive home entry module.	Corporate formation, license agreement, convertible note.	2	$3,000
Turnkey passive home entry module.	Corporate formation, license agreement, convertible note.	2	$2,500
8807Y		**2**	**$4,500**
Hobbyist electronics retail store, makerspace focused specifically on electronics, and an education space offering a range of hands-on, application-based classes and workshops in programming and electronic design.	Brand identity design and brand strategy development.	2	$4,500
8826		**1**	**$128**
Automated business intelligence (BI) tool providing real time alerts for data quality and reporting issues.	Formation package, license agreement.	1	$128
8832		**3**	**$1,765**
Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	Spinout new company formation.	3	$1,765
9936		**2**	**$1,940**
Disposable oxygenating technology that can be integrated into existing dressings/therapies.	Corporate formation.	2	$1,000
Disposable oxygenating technology that can be integrated into existing dressings/therapies.	Equity grant agreement, licensing agreement, advise on transaction structure.	2	$940
Total (44 Companies)		**121.5**	**$158,248**

Internship & Entrepreneur-In-Residence Programs

Entrepreneur-In-Residence Program

This quarter, 11 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	Company Description	FTEs	Billed Support
8422U	A new process to manufacture custom orthotic devices by connecting orthotists with 3D printing through the cloud.	1	$2,550
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	2	$6,000
8774M	V2X software to make roads and vehicle-to-everything interactions safer.	4	$8,000
8610	Product to improve Inventory management, waste reduction, foam reduction, and precision carbonation control of draft beverages.	2	$1,800
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	2	$4,000
7704U	Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	1	$9,650
7816	Application to detect, quantify, and in many cases automatically fix inefficiencies in large-scale, enterprise software systems.	1	$2,000
8777U	Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	0.5	$3,000
7066	Platform to accept and manage concussion-tracking data collected from helmet sensors.	0.5	$7,813
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	2	$1,350
6834U	Developer and manufacturer of high-resolution sensors used for near real-time diagnostics in food pathogen testing.	4	$3,500
Total (11 Companies)		**20**	**$49,663**

Intern Program

The Ann Arbor SPARK internship program provides up to $3000 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 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.

Uniq ID	Company Description	Billed Support	FTEs
7374	Augmented reality app for immersive digital experiences based on children's books.	$4,065	3
2203	Online furniture inventory management that allows targeted retailer interaction.	$7,515	10
8556	Web-based staffing platform for summer camps and prospective camp staff to find eachother.	$360	2
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	$3,248	2
7117U	Data processing algorithms and curated genetic database software as a service.	$3,820	13
8424U	An augmented reality platform that empowers individuals, and organizations to solve problems, explore, and share with VR/AR.	$4,600	7
4324Y	Statistical methods consulting and training.	$5,100	4
6835M	Combustion cycle and injection technology.	$959	6
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	$3,578	0
8807Y	Hobbyist electronics retail store, makerspace focused specifically on electronics, and an education space offering a range of hands-on, application-based classes and workshops in programming and electronic design.	$5,317	2
11153M	Secure vehicle data harvesting product.	$926	7
8143M	Secure vehicle data harvesting product.	$4,020	7
8543M	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	$6,575	4
Total (13 Companies)		**$50,082**	**60**

Digital Engagement Clinic

Client startups received a digital marketing boost through a collaborative program between Ann Arbor SPARK and Eastern Michigan University's Center for Digital Engagement (CDE). The Digital Engagement Clinic matched undergraduates and recent graduate interns with Ann Arbor SPARK clients to accelerate the startups' digital marketing efforts. The startups received hands-on digital marketing, and clinic interns received valuable work experience that built their resumes. The program kicked off mid-June and will run into mid-August.

SPARK Central Innovation Center

Ground Floor – *Pre-Seed Stage*

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.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
8826	Automated business intelligence (BI) tool providing real time alerts for data quality and reporting issues.	2/1/18	7/16/18	1	1
8635	On demand service and platform that connects consumers with certified phone and tablet repair technician.	9/1/17	3/31/18	1	3.5
2203	Online furniture inventory management that allows targeted retailer interaction.	9/1/17	8/31/18	6	10
7982	Drug discovery SaaS product.	3/20/17	9/19/17	1	5
8419	Next generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	12/1/17	5/31/18	5	5
8631	Productizing marketing growth tools.	9/1/17	8/31/18	1	1
2028	Book & videos teaching Chinese to English speaking children.	7/15/17	1/14/18	1	4.5
7620	Software and simple hardware to integrate, retrieve and update personal identity information.	3/1/17	7/31/17	1	2
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	12/1/17	4/30/18	2	3
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each other.	6/1/17	11/30/17	2	3
10190	Visual recognition and machine learning technology utilizes a knowledge base that correlates body shape and proportion to silhouette and design to automatically curating clothing assortments into custom boutiques built for each shopper's shape and proportion.	6/1/18	12/31/18	2	1
8187	We enable our customers to build trusted B2B digital communities using proprietary blockchain technology. Members of our customer's communities are able to conduct commercial activities with one another with no fear of fraud or cybercrime.	1/16/17	5/31/18	1	1.5
8603	Runner acquisition platform for race organizers.	8/14/17	2/14/18	1	2
	Total (13) Companies			**25**	**42.5**

Third Floor – *Seed Stage*

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 a seed stage company building out their strategy, product, and team.

Uniq ID	Company Description	Start Date	Exit Date	FTEs
8521	A SaaS platform enabling healthcare providers to better understand their potential patients' decision patterns, language and preferences.	1/1/18	6/30/18	3
7336	Supply chain software.	11/16/15	11/15/16	8
	Total (2) Companies			**11**

Fourth Floor – *Growth Stage*

This 6,000 square feet space is ideal for growth stage companies that are either grown in-house or moving to the area. At full capacity, this workspace will seat over 60 people.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	9/1/17	2/28/17	5	10
4803	An intuitive integrated display that retrieves medical data.	4/25/16	10/25/16	5	4
7374	Augmented reality app for immersive digital experiences based on children's books.	6/1/17	11/30/17	3	3
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	2/1/17	7/31/17	1	2
8001	Radiation measurement and display enabled by modern technologies.	12/12/16	5/31/18	1	1
8035	Software company combining VR and autonomous vehicles for commercial, industrial ,and military applications with precision payloads.	5/15/16	4/30/18	1	4
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	7/1/17	12/31/17	1	2
8588	Search Fund, an investment vehicle to purchase a small business.	8/1/17	1/31/18	1	1
8037	Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.	9/6/16	9/6/17	3	7
8116	Social media listening and analysis software utilizing machine learning.	6/1/17	11/30/17	4	9
8050	Employee engagement SaaS app.	12/1/17	5/31/18	5	12
8366	Commercializer of digital health and sports performance technology from universities across the U.S. into individual technology firms.	5/1/17	5/31/18	1	4
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	9/1/17	2/28/18	1	3
6835	Combustion cycle and injection technology.	5/1/16	11/1/16	5	6
8007	Bamboo composite materials.	6/1/16	11/30/16	1	4
8359	Device identification technology to help the digital display advertising more effectively target audiences.	9/1/17	2/28/18	2	9
8527	We're building the tools and software infrastructure at the center of autonomous vehicle development.	10/1/17	3/31/18	2	30
8797	Off-the-shelf machine learning applications.	3/1/18	8/31/18	3	7
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	7/1/17	12/31/17	1	4.5
8143	Secure vehicle data harvesting product.	4/1/18	9/30/18	2	7
	Total (20) Companies			**48**	**129.5**

Virtual Clients – *Investigative Stage, Misc. Stage, Community Partners*

The Virtual Client program at SPARK Central is ideal for those who need for 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.

Uniq ID	Company Description	Start Date	Exit Date	FTEs
8255	Communications software for B2B or B2C.	11/1/16	10/31/17	2
8364	Programming language for computer numeric control manufacturing.	6/1/18	10/31/18	2.5
8133	Virtual private networking as a service.	8/1/16	1/1/17	1
8001	Radiation measurement and display enabled by modern technologies.	6/1/18	12/31/18	1
8769	Automated legal document generation software.	12/1/17	5/31/18	1
7153	Brain imaging service for development of medications or devices for the central nervous system.	7/1/14	6/30/17	1
9978	End to end product development firm.	6/19/18	12/19/18	1
8793	A portable, 180° rear/side view vision system with no fish eye effect	12/15/17	5/15/18	2
8774	V2X software to make roads and vehicle-to-everything interactions safer.	1/15/18	7/16/18	4
8534	New chemical entity to treat Metabolic Syndrome and Type II diabetes.	7/1/17	12/31/17	2
7046	Electronics based metering and power line communication.	4/1/14	1/1/16	1
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	3/1/18	8/31/18	2
8393	B2B marketplace where businesses can easily find quality IT professionals.	7/15/17	7/15/18	1
8040	Content gaming platform with rewards, recognition and personal social branding.	4/17/17	11/16/17	1
8076	Mobile giving app for non-profits.	6/23/17	12/23/17	4
8206	Personality testing insights for kids aged 7-13.	2/1/18	7/31/18	4
8789	Digital health platform that assists patients in navigating through the complex processes before and after surgery.	4/15/18	10/31/18	2
9924	Mobile imaging units rental and brokerage.	3/26/18	9/26/18	2
5557	Digital marketing intelligence.	7/1/12	6/30/16	4
8028	Online platform for festivals, vendors, and attendees to share data and ideas.	9/16/16	3/16/17	2
11105	Do it yourself financial planning in a digital platform.	5/1/18	11/30/18	1
9936	Disposable oxygenating technology that can be integrated into existing dressings/therapies.	3/1/18	7/31/18	2
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions.	5/13/11	1/1/16	3.5
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	8/1/16	12/31/17	2
8609	Quotation lifecycle management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	10/1/17	3/31/18	3
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	7/1/17	12/31/17	2
8228	Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.	12/4/16	6/4/16	1
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	2

Uniq ID	Company Description	Start Date	Exit Date	FTEs
8776	Custom computing solutions for genomics applications.	1/1/18	6/30/18	1
8645	Personal protection modular system that will protect a person from pistol shots, knife attacks, and Tasers.	10/1/17	3/31/18	2
8189	UAVs to detect methane at solid waste landfills.	4/1/17	4/30/18	2
7777	SaaS enabled ride-sharing platform.	5/1/16	10/31/16	14
8591	Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	7/19/17	1/18/18	1
8187	We enable our customers to build trusted B2B digital communities using proprietary blockchain technology. Members of our customer's communities are able to conduct commercial activities with one another with no fear of fraud or cybercrime.	6/1/18	12/31/18	1.5
8323	System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	12/15/16	6/30/17	27
7680	Big data intelligence-as-a-service platform built for credit unions and community banks.	1/26/17	5/31/18	3
	Total (36) Companies			**109**

SPARK East Innovation Center

Virtual Clients – *Investigative Stage, Misc. Stage, Community Partners*

Uniq ID	Company Description	Start Date	Exit Date	FTEs
3965	Window products that let air in but keep the rain out.	12/1/17	3/31/18	1
3955	Web Marketing consultant.	6/1/12	2/28/17	2
7099	Online Purchasing Software Provider.	5/1/14	11/1/14	1
3549	Disposable patient lifting system.	9/7/10	3/31/16	3
8095	Fast, high accuracy speech-to-text API and web platform.	7/1/16	4/30/18	3
5604	Online language learning platform.	7/1/17	12/31/17	5
	Total (6 Companies)			**15**

Seated Clients – *Pre-Seed Stage, Misc. Stage*

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
8366	Commercializer of digital health and sports performance technology from Universities across the US into individual technology firms.	5/15/18	11/14/18	4	4
1782	Laser imaging systems integrator, with technology out of Max Planck Inst for combustion diagnostics, spectroscopic techniques in govt, military, education, industrial.	3/15/14	3/15/19	5	7
8885	Streetwear clothing company.	3/1/18	8/30/18	1	3
	Total (3 Companies)			**10**	**14**

Hosted Networking and Educational Events

This quarter's events are broken down by month in the following table. All events took place at the SPARK Central Innovation Center unless otherwise noted. In total, 888 people attended events.

Event Name	Date	# of Entrepreneurs	# of Attendees	Purpose of Event
CEO Master Class	4/3/18	13	13	The master class featured a combination of educational sessions with round table discussions for early stage CEOs to help them evolve their companies into growth businesses.
U-M Student Startup Trek	4/4/18	0	65	U-M students visiting tech companies in Ann Arbor.
R Meetup	4/5/18	0	40	A meetup for the R Language group.
Tech Trek Planning Luncheon	4/11/18	0	55	Planning luncheon for all 2018 Tech Trek participating companies
R Meetup	4/12/18	0	12	A meetup for the R Language group. Featured a panel discussion.
CEO Master Class	4/17/18	11	11	The master class featured a combination of educational sessions with round table discussions for early stage CEOs to help them evolve their companies into growth businesses.
FinTech Meetup	4/18/18	0	12	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skills levels are welcome.
SPARK.ed taught by Ted Dacko - Arbor Dakota	4/18/18	24	24	This course will explore how to make "Land and Expand" work and scale for your business and how to ensure that you are tying them properly together.
Economy of Things: Fireside Chat	4/20/18	0	24	Find out how to better understand the path from idea to prototyping, funding, manufacturing, scaling, and going global from a fireside chat with Kyle Ellicott.
SPARK.ed taught by Shamir Ozery	4/24/18	24	24	This workshop will teach you how to plan and execute more predictable and scalable marketing initiatives in a rapidly changing environment.
Engage Affect	4/27/18	40	40	Designed to provide a relaxed, regular cadence for meeting up with people outside of our normal comfort zones and typical routines, Community Coffee is your chance to go beyond the small talk and business card pushing of traditional networking as you consider "What's next?" for you in Ann Arbor.
CEO Master Class	5/8/18	10	10	The master class featured a combination of educational sessions with round table discussions for early stage CEOs to help them evolve their companies into growth businesses.
R Meetup	5/10/18	0	20	A meetup for the R Language group.

Event Name	Date	# of Entrepreneurs	# of Attendees	Purpose of Event
FinTech Meetup	5/16/18	0	15	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skills levels are welcome.
A2 New Tech	5/17/18	30	30	The Ann Arbor New Tech meetup welcomes members from any school, sector, or industry function (e.g. entrepreneurs, technologists, investors, lawyers, marketers, students, bloggers, etc.) interested in local high tech startups.
CEO Master Class	5/22/18	12	12	The master class featured a combination of educational sessions with round table discussions for early stage CEOs to help them evolve their companies into growth businesses.
SPARK.ed taught by Cory Fernandez	5/23/18	14	14	This session will hack effective face-to-face communication. It will emphasize the partnership behind every interaction and how effective and ineffective partners behave differently. It will challenge you to consider all of your communication partners (aka stakeholders) and prepare for future face-to-face exchanges over the next day, week, and month.
Tech Trek	6/15/18	0	3000	Ann Arbor Tech Trek, the final event of the a2Tech360 program, is a free annual community event and a terrific opportunity to see the real gems located inside the doors of many area tech companies. It's also a chance to see what's unique about downtown Ann Arbor. Leading technology companies will open their doors to the public and showcase their latest innovations. Whether you're a job seeker, student, professional, or someone curious about the Ann Arbor tech community, anyone is welcome to attend.
Tech Talk Luncheon	6/15/18	12	15	Lunch for Tech Talk speakers
A2 New Tech	6/19/18	70	70	The Ann Arbor New Tech meetup welcomes members from any school, sector, or industry function (e.g. entrepreneurs, technologists, investors, lawyers, marketers, students, bloggers, etc.) interested in local high tech startups.
SPARK.ed taught by Ted Dacko	6/27/18	22	22	This course will explain the essentials of reporting that will dramatically improve your chances of success and getting funded. It will also prepare you for managing board meetings once you are funded.
CEO Master Class	6/29/18	6	6	The master class featured a combination of educational sessions with round table discussions for early stage CEOs to help them evolve their companies into growth businesses.
Total (22 Events)		**288**	**3534**	

A2TECH360

A full account on a2TECH360 will be included in the annual report.

Microloans

Number of loans currently outstanding:	**13**
Current total loan amount outstanding	$501,390.53
Loan amounts repaid this fiscal year	$127,939.44
Loans written off this fiscal year	$22,976.56
Jobs retained	97
Jobs created	9
Payment made back to LDFA this fiscal year	$127,970.36
Current balance of the microloan account	**$10,000.00**

Capital Raised

Capital transactions reported this quarter are more numerous than other quarters due to the inclusion of data captured by the annual survey. The following table lists transactions reported by companies previously served by LDFA funded programs:

Uniq ID	Transaction details, if available	Amount
	Corporate/University/Foundation	$100,000
7772	Monroe Brown Fund	$100,000
	Total (18 Transactions Reported)	**$100,000**

Integrated Marketing Plan

Quarter 3 goals were met or exceeded demonstrating effective use of marketing tactics and budget to achieve substantive results as measured below:

Metric	Actual	Goal	Percent	Rationale for Annual Goal
Average Newsletter Open Rate*	20.8%	20%	Above by 0.8%	Beat industry standard (18%) by 2%. *Not cumulative
Entrepreneurial Services Webpage Views	51,077	59,211	86%	Increase Page Views to ES by 3,000 annually above 2013-2014 fiscal year.
Webpage Visits by Ann Arbor Residents	44,200	74,072	60%	Increase visits to the website from Ann Arbor overall by 5,000 annually over 2013-2014 fiscal year.
Social Media Referrals	2,466	4,297	57%	Increase visits from Ann Arbor to website from social media by 500 visits above 2013-2014 fiscal year.
Video Views	7,206	5,506	131%	Increase video plays from Michigan by 500 annually above 2013-2014 fiscal year.
PR Views & Hits	37,309	25,000	149%	Increased mentions of Ann Arbor startups in local, regional, and national news publications.

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 Clicktools: an online survey tool that synchronizes with Salesforce. Our survey asks for data including current employment and other vital company information. Unfortunately, the response to our surveys has been less than 100%. 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.

Software

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

1. **Zendesk**: *$1125* – Customer experience tool to help manage the incubators.
2. **Arbor Dakota E-Book Subscription**: *$1800* – Content for the clients.
3. **DropBox**: *$99* – Online file storage solution.
4. **SurveyMonkey**: *$891* – Survey tool.
5. **TrueJob**: *$5550*– Job portal.
6. **Salesforce**: *$135.72* – Customer relationship management tool.

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.