

# LDFA REPORT 2023 - 2024

## ANN ARBOR/YPSILANTI SMARTZONE

# Q2

**242** COMPANIES  
SERVED

**9** JOBS  
CREATED

**8** COMPANIES  
CREATED

**\$157M** FUNDS  
RAISED  
INVESTMENTS & GRANTS

**\$281K**  
DIRECT SUPPORT

## Tech Homecoming Offers Exciting Networking Opportunities in Ann Arbor's Thriving Tech Ecosystem

Tech Homecoming, an annual event hosted by Ann Arbor SPARK aimed at fostering connections between skilled professionals and Ann Arbor's thriving tech community, took place on Wednesday, November 22. Ann Arbor's tech ecosystem has witnessed



remarkable growth in recent years, spawning hundreds of startups and generating billions in enterprise value. Tech Homecoming provides a platform for job seekers to engage directly with some of the region's fastest-growing tech companies as well as larger enterprise businesses. Sixteen companies with 30 company representatives attended the series. Roughly 400 registrants attended from eight states and three countries. Our combined Tech Homecoming and partner events successfully drew 600 registrants, highlighting our region's collaborative spirit and potential for innovation. Tech Homecoming is part of the broader "Back to Michigan" initiative, recognizing the Thanksgiving holiday and college homecoming season. For former Michiganders seeking to make their return more permanent, regional Back to Michigan events, including Tech Homecoming, offer unique networking opportunities. [Read the full story here.](#)



### InfoReady and SensCy Celebrate Remarkable Achievements in 2023

InfoReady, a dynamic SaaS company headquartered in Ann Arbor, Michigan, and a trailblazer in serving higher education institutions, proudly announces a series of exceptional accomplishments throughout 2023. The company achieved over 30% growth in Annual Recurring Revenue (ARR) while maintaining an

outstanding customer retention rate of nearly 100%. InfoReady's achievements were recognized with multiple prestigious awards in 2023: [Inc. 5000 Fastest Growing Companies](#), [Ann Arbor Spark FastTrack Award](#), [Top Tech Companies to Watch](#), [27 EdTech Companies to Know in Emerging Tech Hubs](#), [Best of MichBusiness](#), [13 Companies That Will Rapidly Grow Your Software Engineering Career](#), and [InfoReady's CEO, Bhushan Kulkarni was named to the list of Best Purpose-Driven CEOs in 2023.](#) [Read the full story here.](#)

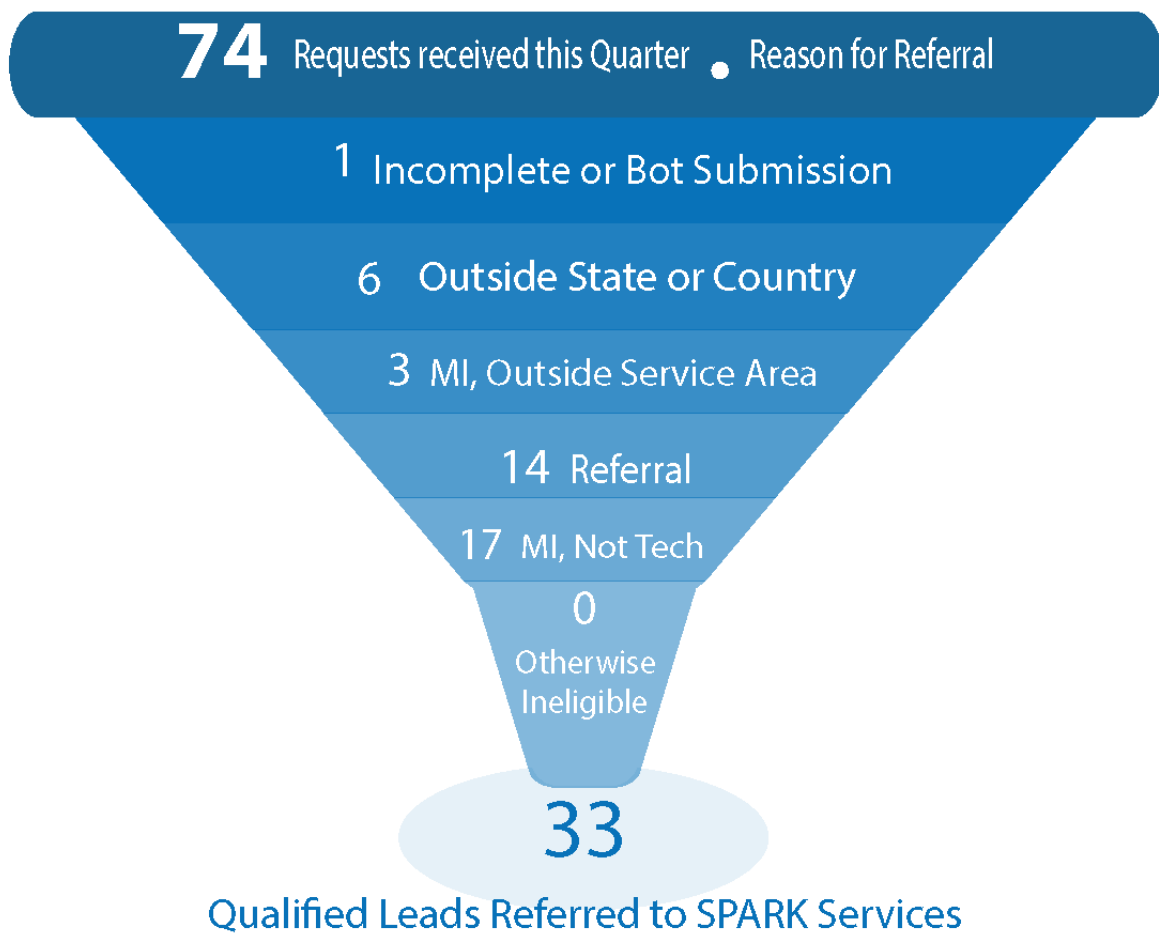
One of the founding members of InfoReady then turned to SPARK to utilize LDFA programs to jumpstart a new venture, SensCy. The company operates out of the Office Evolution space alongside InfoReady. SensCy's recent achievements include: [Renaissance Venture Capital Fall 2023 Startup Hotlist](#), [procurement of a \\$4M seed round](#) and [myriad client success stories](#). The firm brings a sensible cyber solution to SMOs that includes sound policy, best practices, education, and a clear understanding of their cyberhealth to dramatically reduce their chances of a catastrophic cybersecurity event. Both companies utilized myriad LDFA programs that have catalyzed their launch.

# Ann Arbor-Ypsilanti SmartZone

## Local Development Finance Authority

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*Ann Arbor SPARK Quarterly Report: October 1, 2023 – December 31, 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
16964U	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.
17291	A marketplace for holistic solutions.
17105U	Utilizing intelligent document scanning and machine learning, to optimize translational animal model experiments.
17198	Provides unique solutions for identifying and managing older adult financial exploitation.
17200U	Food, beverage and alcohol distribution technology.
16657Y	Automating the Pacemaker and Implantable Cardiac Defibrillator (ICD) remote monitoring workflow.
17357	Offers a technology and service platform for independent insurance agencies that enables them to understand, value and expand their business.
17043M	Tackling the climate crisis by mitigation carbon dioxide emissions from industrial or transportation exhaust gases.
<b>Total (8 Companies)</b>	

## Business Acceleration

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

Uniq ID	Description	FTE's	Billed Support
11796U	High drag vertical axis wind turbine designed to operate at lower wind speeds than horizontal axis wind turbine.	2	\$2,000.00
16196U	A room-sized augmented reality (AR) system for inclusive play and exercise.	1	\$1,250.00
17033U	An online platform that helps teachers find and connect with change-makers in their community	1	\$1,475.00
17200U	Food, beverage and alcohol distribution	1.5	\$2,000.00
17291	A marketplace for holistic solutions.	1	\$2,000.00
<b>Total (5 Companies)</b>		<b>6.5</b>	<b>\$8,725.00</b>

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

Uniq ID	Description	FTEs	Billed Support	
<b>11147</b>		<b>4</b>	<b>\$750.00</b>	
	Autonomous drone designed to find a person overboard and to let them know that help is coming.	Legal - provisional patent application.	4	\$750.00
<b>11540MU</b>		<b>3</b>	<b>\$1,440.00</b>	
	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	Design and fabricate 2 production machines - services only, no material.	3	\$1,440.00
<b>11801U</b>		<b>22</b>	<b>\$1,112.00</b>	
	A machine-learning algorithm based on parcel data, historical records, and other data sources to predict service line materials.	SEO copywriting.	22	\$556.00

Uniq ID	Description	FTEs	Billed Support
	SEO copywriting.	22	\$556.00
<b>11831Y</b>		<b>4</b>	<b>\$3,662.50</b>
Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	Shipping testing.	4	\$3,662.50
<b>11859</b>		<b>4</b>	<b>\$500.00</b>
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	\$150.00
	Lead generation and social media content.	4	\$250.00
	Lead generation and social media content.	4	\$100.00
<b>11918Y</b>		<b>4</b>	<b>\$5,000.00</b>
Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	Accounting services, financial consulting, part-time CFO services	4	\$5,000.00
<b>11986</b>		<b>6</b>	<b>\$2,037.50</b>
A cloud-based video studio that allows users to stream live self-produced video content to all the major social media platforms.	Trademark maintenance.	6	\$145.00
	Trademark maintenance.	6	\$392.50
	Prepare an Advisor Agreement and Stock Option Grants for Advisors.	6	\$1,500.00
<b>12039U</b>		<b>4</b>	<b>\$2,067.50</b>
Analytics tool that generates synthetic big data sets for healthcare.	Review and preparation of Operating Agreement. Prepare membership interest documentation.	4	\$165.00
	Review and preparation of Operating Agreement. Prepare membership interest documentation.	4	\$1,902.50
<b>12260YU</b>		<b>2</b>	<b>\$4,563.00</b>
To reduce medical supply surplus by providing end-to-end supply tracking and management solutions.	Respond to pending Non-Final Office Action, including Examiner Interview and respond to further USPTO Action, including Examiner Interview.	2	\$4,148.00
	Respond to pending Non-Final Office Action, including Examiner Interview and respond to further USPTO Action, including Examiner Interview.	2	\$415.00
<b>12775</b>		<b>4.5</b>	<b>\$222.50</b>

Uniq ID	Description	FTEs	Billed Support
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	\$222.50
<b>13622</b>		<b>3</b>	<b>\$400.00</b>
Creation of gaming software and merchandise for female audiences.	Revise contract with publisher on providing game content.	3	\$400.00
<b>14794U</b>		<b>2</b>	<b>\$8,000.00</b>
A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	Engineering design evaluation of two options.	2	\$8,000.00
<b>15090</b>		<b>7</b>	<b>\$9,930.00</b>
Digital health and education company with a proven program to reduce weight and thus improve non-alcoholic fatty liver disease (NAFLD) for its members.	Legal Services - Employment agreement, amendments to articles of organization, Contractor agreements, General Legal Support.	7	\$9,930.00
<b>15134U</b>		<b>2.5</b>	<b>\$1,866.20</b>
Creates a database of indexed video content which allows creation of multiple applications to meet the needs of different content creators, including colleges, universities, government and industry.	Legal services: customer agreement and negotiations.	2.5	\$1,866.20
<b>15335U</b>		<b>3</b>	<b>\$3,052.50</b>
A frontline psychoeducation program for pregnancy and early parenting.	Legal services: trademark application.	3	\$3,052.50
<b>15339</b>		<b>3</b>	<b>\$776.00</b>
A disruptive process which will revolutionize and cause standardization of Traumatic Brain Injury (TBI) diagnosis and treatment.	Marketing, Social media, Communications, Business Planning	3	\$288.00
	Marketing, Social media, Communications, Business Planning	3	\$488.00
<b>15340M</b>		<b>2</b>	<b>\$8,652.00</b>
A type of Li-ion battery capable of high energy density and extreme fast charging.	Legal agreements including a CRADA with a Navy research group, some NDA's, and some finalization of operating agreement	2	\$3,122.50
	Set up accounting program as required by SBIR grant award	2	\$855.00
	Set up accounting program as required by SBIR grant award	2	\$665.00
	Set up accounting program as required by SBIR grant award	2	\$1,425.00

Uniq ID	Description	FTEs	Billed Support
	legal agreements including a CRADA with a Navy research group, some NDA's, and some finalization of operating agreement	2	\$1,734.50
	Set up accounting program as required by SBIR grant award	2	\$850.00
<b>15351</b>		<b>2</b>	<b>\$6,200.00</b>
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.	Operations support and system access audit (broad review of company systems and access). Human resources system audit and updates. Benefits review and open enrollment processing (2023/2024 benefit year). Pitch slide deck optimization and funding support.	2	\$4,000.00
	Operations support and system access audit (broad review of company systems and access). Human resources system audit and updates. Benefits review and open enrollment processing (2023/2024 benefit year). Pitch slide deck optimization and funding support.	2	\$1,400.00
	Operations support and system access audit (broad review of company systems and access). Human resources system audit and updates. Benefits review and open enrollment processing (2023/2024 benefit year). Pitch slide deck optimization and funding support.	2	\$800.00
<b>16236YM</b>		<b>2</b>	<b>\$1,500.00</b>
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
<b>16251M</b>		<b>2</b>	<b>\$559.50</b>
Modular hardware platforms robotics and autonomous vehicle companies to run delivery services.	Partnership negotiations with Refraction, legal services around hybrid MSA license.	2	\$559.50
<b>16266</b>		<b>2</b>	<b>\$4,500.00</b>
An end-to-end project management tool that consolidates all trip planning processes into one place.	Marketing services.	2	\$1,500.00
	Marketing services.	2	\$1,500.00
	Marketing services.	2	\$1,500.00
<b>16371</b>		<b>2</b>	<b>\$9,000.00</b>

Uniq ID	Description	FTEs	Billed Support	
	Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	Novelty/patentability searches and analyses, preparation and prosecution of patent applications and searches, and at the Client's discretion and upon their written instructions, additional intellectual property representation.	2	\$9,000.00
<b>16407Y</b>		<b>1</b>	<b>\$27,136.25</b>	
	An all-in-one marketplace and digital platform for end-of-life and after-loss planning.	8 Death Archetype illustrations.	1	\$8,630.00
		Death Archetypes quiz.	1	\$8,587.50
		Death Archetypes quiz.	1	\$9,918.75
<b>16420</b>		<b>1</b>	<b>\$350.00</b>	
	A multi-tiered building-integrated thermometric home energy management system (HEMS) applied at the interior, surface-level of the building envelope.	Legal services: trademark application.	1	\$350.00
<b>16459</b>		<b>4.5</b>	<b>\$1,425.51</b>	
	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	\$1,038.88
		10 bonded 64-channel probes, completion of impedance testing, and probe packaging to support secure shipping.	4.5	\$386.63
<b>16482</b>		<b>2</b>	<b>\$2,505.24</b>	
	An online network of interviewed and expert online coaches.	Revisions of bastion website and coaching software high-fidelity wireframing.	2	\$915.24
		Development of messaging, file-sharing, data storage, miscellaneous website pages, an administrative portal, and profile customizability for both clients and coaches.	2	\$1,590.00
<b>16498U</b>		<b>2</b>	<b>\$2,000.00</b>	
	A novel medical device enabling rapid, reliable, and accessible point of care allergy testing.	Develop photorealistic renderings of the device.	2	\$2,000.00
<b>16528</b>		<b>1</b>	<b>\$250.00</b>	
	A community-based platform that enables instant communication between experienced handymen and self-reliant homeowners to resolve house repair/improvement problems.	Web Optimization.	1	\$250.00



Uniq ID	Description	FTEs	Billed Support
<b>16538</b>		<b>1</b>	<b>\$779.00</b>
A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	Accounting and bookkeeping assistance.	1	\$239.50
	Accounting and bookkeeping assistance.	1	\$239.50
	Accounting and bookkeeping assistance.	1	\$300.00
<b>16577</b>		<b>23</b>	<b>\$4,500.00</b>
An outpatient mental health center.	SEO and Adwords.	23	\$600.00
	SEO and Adwords.	23	\$600.00
	SEO and Adwords.	23	\$1,000.00
	SEO and Adwords.	23	\$600.00
	Develop branding and messaging for Sunfield Institute. Develop email and trade show marketing strategies. Develop lead conversion program to convert MQLs to SQLs and sales.	23	\$1,100.00
	Create google ad campaign promoting on demand training. Expand campaign to other platforms such as LinkedIn or Bing. Manage existing campaigns to improve beyond benchmarks. Track conversion rate and effective spending.	23	\$600.00
<b>16599</b>		<b>2</b>	<b>\$3,970.00</b>
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.	Establish better tracking of site conversions from both paid and organic visits, Search Engine Results Page (SERP) Updates, Increase leads from both paid and organic site visits, Google Ads Account, Campaigns & Ads Creation, LinkedIn B2B Advertising ,etc.	2	\$1,500.00
	Establish better tracking of site conversions from both paid and organic visits, Search Engine Results Page (SERP) Updates, Increase leads from both paid and organic site visits, Google Ads Account, Campaigns & Ads Creation, LinkedIn B2B Advertising ,etc.	2	\$2,470.00
<b>16613</b>		<b>2</b>	<b>\$4,000.00</b>

Uniq ID	Description	FTEs	Billed Support	
	Enables customers to plan amazing trips in a fraction of the time by providing them with hyper-personal recommendations in their upcoming destination.	PR services.	2	\$2,000.00
		PR services.	2	\$2,000.00
<b>16625</b>		<b>1</b>	<b>\$4,500.00</b>	
	A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	Website design and development, content development.	1	\$2,500.00
		Website design and development, content development.	1	\$2,000.00
<b>16643</b>		<b>2</b>	<b>\$6,382.50</b>	
	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	\$1,480.00
		Assistance to develop a full-stack mobile application system.	2	\$1,850.00
		Assistance to develop a full-stack mobile application system.	2	\$1,110.00
		Assistance to develop a full-stack mobile application system.	2	\$1,480.00
		Assistance to develop a full-stack mobile application system.	2	\$462.50
<b>16657Y</b>		<b>1</b>	<b>\$2,978.00</b>	
	Automating the Pacemaker and Implantable Cardiac Defibrillator (ICD) remote monitoring workflow.	Legal Services - LLC formation and licensing agreement.	1	\$2,978.00
<b>16682U</b>		<b>1.5</b>	<b>\$1,329.50</b>	
	A transmission electron microscope (TEM) specimen holder that enables stable, ultra-low temperature imaging of specimens.	Offer letter for the new employee, IP assignment, confidentiality rider with a limited non-compete (for two companies) and non-solicit, assistance registering the company to do business in Rhode Island because of the new employee's residency.	1.5	\$1,329.50
<b>16775Y</b>		<b>1</b>	<b>\$3,200.00</b>	
	A marketplace for discovering, planning, and booking small corporate events and team experiences in a variety of unique spaces.	Social media management; account maintenance, analytics, Instagram & LinkedIn posts, graphics.	1	\$1,600.00
		Social media management; account maintenance, analytics, Instagram & LinkedIn posts, graphics.	1	\$1,600.00
<b>16813</b>		<b>2</b>	<b>\$2,825.00</b>	

Uniq ID	Description	FTEs	Billed Support
An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	Legal services: License and customer agreement review.	2	\$450.00
	Website design, WordPress Theme, Logo Development & Branding Color Scheme.	2	\$2,375.00
<b>16846</b>		<b>5</b>	<b>\$8,997.00</b>
Small molecule drugs to treat a wide range of diseases leveraging a diverse portfolio of RXR agonists with license options.	Screening Services.	5	\$8,997.00
<b>16864U</b>		<b>2</b>	<b>\$11,063.00</b>
Develop new synthetic materials composed entirely of plant-derived precursors	Legal services - IP.	2	\$6,607.00
	Legal services - IP.	2	\$4,456.00
<b>16886U</b>		<b>1</b>	<b>\$627.50</b>
Cryo-electron microscopy (cryo-EM) solves 3D structures of biomolecules in their natural states.	UM license package and an LLC formation.	1	\$168.75
	Assist client and complete the 83(b) election, assist with setup of company financial tracking for tax purposes, assist with annual filings as needed (LLC), and assist with financial questions related to grants and revenue recognition.	1	\$458.75
<b>16964U</b>		<b>2</b>	<b>\$1,455.00</b>
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	\$1,455.00
<b>16989U</b>		<b>1</b>	<b>\$1,727.50</b>
A web-based, interactive platform to deliver the training.	An LLC formation, license package, and MSA package.	1	\$1,727.50
<b>16999</b>		<b>5</b>	<b>\$187.50</b>
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.	Build out the Awareness and Interest levels of sales funnel.	5	\$187.50
<b>17105U</b>		<b>2</b>	<b>\$3,420.00</b>
Utilizing intelligent document scanning and machine learning, to optimize	Drafting advisory agreements, Drafting letter of intent.	2	\$2,670.00

Uniq ID	Description	FTEs	Billed Support
translational animal model experiments.	Draft design partnership contracts between client and customers.	2	\$750.00
<b>17173MU</b>		<b>0</b>	<b>\$4,715.00</b>
A cloud-based software designed to mitigate cyber risks in the automotive industry's complex supply chains.	Company formation and trademark search & application.	0	\$3,065.00
	Branding and website development.	0	\$1,650.00
<b>17174Y</b>		<b>1</b>	<b>\$5,200.00</b>
Remote job board	Web development services; website infrastructure update. Migration to new tech stack.	1	\$2,550.00
	Web development services; website infrastructure update. Migration to new tech stack.	1	\$2,650.00
<b>17292</b>		<b>1</b>	<b>\$2,848.00</b>
A digital platform that allows small to mid-sized businesses to convert their 'off-book' solutions, particularly spreadsheets, into documented digital applications.	Legal Services: Formation, drafting of bylaws, software assignment, drafting of TOS, privacy policy.	1	\$2,848.00
<b>7131</b>		<b>2</b>	<b>\$7,500.00</b>
An education and evaluation application to reduce high diagnostic error rates.	Add LMS integration to the vCase platform.	2	\$7,500.00
<b>8806</b>		<b>8</b>	<b>\$700.00</b>
Turnkey passive home entry module.	Fractional CFO.	8	\$700.00
<b>Total (50 Companies)</b>		<b>168</b>	<b>\$192,362.70</b>

## Talent Programs

### Entrepreneur-In-Residence Program

This quarter, 19 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
<b>11350M</b>	Autonomous last mile delivery trailer.	5	\$2,600.00
<b>11900M</b>	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	2	\$875.00
<b>12775</b>	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	\$6,000.00
<b>14794U</b>	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	2	\$550.00

Uniq ID	Description	FTEs	Billed Support
15335U	A frontline psychoeducation program for pregnancy and early parenting.	3	\$500.00
15386M	Safe battery collection, transport, and storage for highly combustible batteries.	2	\$687.50
16251M	Modular hardware platforms robotics and autonomous vehicle companies to run delivery services.	2	\$1,462.50
16528	A community-based platform that enables instant communication between experienced handymen and self-reliant homeowners to resolve house repair/improvement problems.	1	\$9,200.00
16538	A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	1	\$1,637.50
16577	An outpatient mental health center.	23	\$2,600.00
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.	2	\$4,500.00
16625	A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	1	\$1,000.00
16786	A developer of smartwatch-based software solutions designed to elevate engagement and outcomes in health and wellness.	2.5	\$9,000.00
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	\$6,693.75
16985U	An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	3	\$6,000.00
17057Y	An AI-powered teaching assistant that helps students learn more effectively and efficiently.	0	\$4,500.00
17291	A marketplace for holistic solutions	1	\$800.00
7282	A Think-Work-Together platform.	2.5	\$325.00
<b>Total (19 Companies)</b>		<b>61.5</b>	<b>\$64,931.25</b>

## 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 by the client.

Uniq ID	Description	FTEs	Billed Support
11350M	Autonomous last mile delivery trailer.	5	\$6,006.00
10188	Software that integrates patient genetic information into electronic health records.	3	\$3,700.00
11212Y	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	5	\$3,918.34

Uniq ID	Description	FTEs	Billed Support
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.	5	\$6,030.00
11353	Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	4	\$1,262.50
11335M	Method to evaluate the safety of an autonomous vehicle.	1	\$1,294.29
16171	Virtual cybersecurity officer services to small and medium-size organizations.	11	\$513.00
16420	A multi-tiered building-integrated thermometric home energy management system (HEMS) applied at the interior, surface-level of the building envelope.	1	\$833.20
11606	An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	2	\$2,150.00
<b>Total (9 Companies)</b>		<b>37</b>	<b>\$25,707.33</b>

## Digital Engagement Clinic

Uniq ID	Description	FTEs	Billed Support
16817	The Digital Engagement Clinic at EMU (interns employed directly by the Clinic).	-	\$8,343.00

## Boot Camp

None this quarter.

## SPARK Central Innovation Center

### Lower Level

Incubator clients are charged a license fee per seat, or person(s) using the space. Exit dates may have passed as some clients have a month-to-month arrangement.

### Virtual Clients

The Virtual Client program at SPARK Central is ideal for those who need drop-in 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	Desks	FTEs
<b>SPARK Central Lower Level: Virtual Desk (90 Companies)</b>			<b>0</b>	<b>279.5</b>
16739U	Use of artificial Intelligence in the processing of endoscopy videos.	12/14/2023		3
0585	Software development with biostatistics and spatial epidemiology.	11/30/2023		4
17300	A platform for experts in which they can develop a community of founders and businesses to monetize their expertise through workshops and live-stream event	11/15/2023		2
17291	A marketplace for holistic solutions.	11/13/2023		1
17296	Provides expertly-curated templates for agreements commonly-used by entrepreneurs, businesses and lawyers.	11/10/2023		2
11540MU	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	10/27/2023		3
17292	A digital platform that allows small to mid-sized businesses to convert their 'off-book' solutions, particularly spreadsheets, into documented digital applications.	10/26/2023		1
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
17173MU	A cloud-based software designed to mitigate cyber risks in the automotive industry's complex supply chains.	8/1/2023		0
17181	Providing real time values of CO2 build up within the patient and automated CO2 removal from patients as needed	8/1/2023		5
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		3
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

Uniq ID	Account Description	Start Date	Desks	FTEs
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
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		2
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
16562	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
11918	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	11/1/2022		4
11540MU	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		3
16459	Offers neuroscience equipment sales, consulting, and commercialization services to support the growth of the neuroscience research community.	9/20/2022		4.5



Uniq ID	Account Description	Start Date	Desks	FTEs
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		2
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
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
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
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
0585	Software development with biostatistics and spatial epidemiology.	6/16/2021		4
15241	A platform that utilizes biosignals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.	6/1/2021		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
15179	Hum enables internet service providers to earn more revenue, automate service, and sell more bulk and resident choice deals in multi-dwelling units.	4/26/2021		7
14794U	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	3/18/2021		2
11895M	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements, and collaborate with suppliers in a single platform.	2/16/2021		3.5
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	2/16/2021		1.5
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

Uniq ID	Account Description	Start Date	Desks	FTEs
8323M	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
8543MU	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
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
8774M	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	1/15/2018		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
<b>SPARK Central 1st Floor: Suite (1 Company)</b>			<b>3</b>	<b>2</b>
16371	Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	9/1/2023	3	2
<b>SPARK Central 3rd Floor: Suite (2 Companies)</b>			<b>13</b>	<b>21</b>
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
<b>SPARK East: Designated Desk (2 Companies)</b>			<b>2</b>	<b>3</b>
17278	B2B software solution with an easy to use ticketing system, database, and data analytics.	11/20/2023	1	1
8912Y	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	9/1/2023	1	2
<b>SPARK East: Flex Desk (2 Companies)</b>			<b>3</b>	<b>17</b>
7591	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	12/8/2021	2	13
8255Y	Communications software for business-to-business or business-to-consumer.	2/15/2021	1	4
<b>SPARK East: Suite (1 Company)</b>			<b>7</b>	<b>7</b>
1782M	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	4/14/2022	7	7
<b>SPARK East: Virtual Desk (27 Companies)</b>			<b>0</b>	<b>53.5</b>

Uniq ID	Account Description	Start Date	Desks	FTEs
17057Y	An AI-powered teaching assistant that helps students learn more effectively and efficiently.	10/24/2023		0
17174Y	Remote job board	8/11/2023		1
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		1.5
12902Y	A drug formulation to help chronic kidney disease patients.	7/2/2023		2
16657Y	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
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
16236MY	A technology company that provides mobility-as-a-service to individual, retail, and commercial customers in need of last mile delivery.	2/14/2023		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
16271Y	Dedicated to translating the business potential of breakthrough bioscience technologies in targeted geographies.	5/2/2022		2
12260UY	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
11252MY	Two wheeled 'series hybrid' for developing markets.	2/18/2021		1
6977UY	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
12929MY	A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto businesses to share their cars, passion, auto skills, or expertise with guests.	8/24/2020		1
11831Y	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/2019		4
3549	Disposable patient lifting system.	9/7/2010		3

## 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
10.3.2023	SPARK.ed   Intro to the Basics of Branding	In-Person, Cahoots	46	In Branding 101, we will explore how your audience relies on branding to make decisions, and how you can utilize branding to create lasting value for your business. Beyond the theory, you'll walk away with simple but powerful exercises to help your team develop and strengthen your approach to brand marketing.
10.5.2023	Customer Discovery - The Secret to Startup Success (Part 2)	Virtual	38	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. Session one introduces the key customer discovery concepts and ground rules – along with pro tips for framing the right questions and how to conduct an effective interview. After you've had the chance to create your customer discovery plan, the second workshop will provide hands-on practice with guidance from our expert coaches. Working together with SPARK's entrepreneurial team you'll have the opportunity to perfect your interview process and explore what the results mean for your product or business.
10.5.2023	Ypsi 9th Hour: The Back Office Studio	In-Person, The Back Office Studio	56	Sponsored and co-created by BOS and Ann Arbor SPARK East Innovation Center, this after-work networking scene is for anyone looking to socialize with like-minded entrepreneurs, business professionals, and independent contractors in a casual, relaxed atmosphere with complimentary refreshments. Whether you own a long-running business in Ypsilanti or are new to the community, come out for our 9th Hour to meet other like-minded folks. Hope to see you there!
10.10.2023	Inclusive Workplace Series: DEI Awareness	Virtual	24	The Inclusive Workplace Series provides training and guidance to growing companies in the greater Ann Arbor region who want to understand various aspects of diversity, equity, and inclusion (DEI) to consider in the development of their business. The series helps executives, HR professionals, team members, and all champions and allies learn how to build a more inclusive workplace culture that can result in improved hiring, employee retention and engagement, and deliver ROI in terms of innovation, performance, and growth.
10.17.2023	SPARK.ed   Sales Essentials	Virtual	27	Peter Thiel, famous founder, VC, and author says: "Sell. Sell. Sell. If you have invented something new, but you haven't invented an effective way to sell it, you have a bad business, no matter how good the product is." Most entrepreneurs are good at building a product, but not necessarily experienced at sales. This session will cover some sales basics to help you get started. You won't leave effectively knowing how to sell, but you will learn some basics that will help you increase your win rate and your sales price, teach you how to get your first few sales, and then how to scale your business.
10.24.2023	Founders Fireside: Navigating Fundraising &	Hybrid, SCIC	53	Founders have been facing a challenging funding environment over the last 12 months, with venture capital and angel investment at 10-year lows given the broader market conditions. As a startup that may need outside capital to grow, how can you navigate in this

Event Date	Event Name	Location	Attendees	Event Description
	Growth in Challenging Times			environment and what strategies and tactics can you employ to survive and thrive? Mike Flanagan, Vice President of Capital Programs at Ann Arbor SPARK, and Managing Member at the Michigan Angel Fund, will moderate a discussion with 3 serial entrepreneurs who have successfully managed through tough times, and will share some of their stories and insights.
10.26.2023	Inclusive Workplace Series: Diversity Talent Hiring	Virtual	17	The Inclusive Workplace Series provides training and guidance to growing companies in the greater Ann Arbor region who want to understand various aspects of diversity, equity, and inclusion (DEI) to consider in the development of their business. The series helps executives, HR professionals, team members, and all champions and allies learn how to build a more inclusive workplace culture that can result in improved hiring, employee retention and engagement, and deliver ROI in terms of innovation, performance, and growth.
11.8.2023	SXSW Pitch Panel & Info Session	Virtual	40	Are you a founder? Looking for an opportunity to pitch your startup on a national stage? We're chatting about all things SXSW and what it's like to compete on their pitch stage. If you're a founder in Fem-Tech, AI, Mobility, Future of Work-Tech, Climate-Tech, etc., we want to talk to you! Bring your questions and join us virtually Wednesday, November 8 to learn more! This event is hosted by Ann Arbor SPARK and Midwest House.
11.9.2023	Ypsi 9th Hour: Holiday Edition	In-Person, The Back Office Studio	120	The second annual holiday edition of Ypsi 9th Hour. Whether you are a regular or brand new to 9th Hour – this will be one you won't want to miss! We will be hosted by the Small Business Development Center (SBDC) team at the Morris Lawrence Center at Washtenaw Community College. In addition to our usual array of cocktails and fizzy drinks, this 9th Hour will feature: a full dinner buffet, thank you gifts for all attendees, and a drawing for giveaways from local Ypsilanti vendors. Most importantly, the opportunity to mix and mingle with fellow like-minded entrepreneurs, business professionals, and community leaders.
11.10.2023	Inclusive Workplace Series: Inclusive Leadership	Virtual	34	What makes employees feel that they are treated fairly, are valued, and belong in their organization? What leaders say and do has a huge impact on workplace culture and how employees feel. Leaders who are aware of unconscious bias can create more inclusive environments, are more effective with their team and customers, and can manage change better. In this session, participants will: gain an understanding of unconscious bias, identify ways in which certain ideas are learned or taught in society, recognize your own implicit bias and how to address it, learn about micro inequities, microaggressions, and devaluing of others, identify strategies to implement inclusive language and actions for working in and building high-performing teams, and recognize key characteristics for leaders to promote inclusive workplaces, even in the face of opposition.
11.15.2023	Developing Your Personal Elevator Pitch	Virtual	112	Struggling to introduce yourself at a networking event or career fair? Looking for tips to create your elevator pitch? Developing an elevator pitch can be tough! We'll help you with a simple formula to kickstart your process!
11.15.2023	How to Build Your Network in a Hybrid World	In-Person, Venue by 4M	115	Venue Connect, an enlightened networking and speaker series with happy hour and networking! This session's program focus is How to Build Your Network in a Hybrid World. Attendees can expect to

Event Date	Event Name	Location	Attendees	Event Description
				connect with other professionals, enjoy refreshments, and learn from the presentation.
11.22.2023	Tech Homecoming	In-Person, Venue by 4M	373	Join us to network with area companies looking to hire. We aim to connect talented professionals with Ann Arbor and its vibrant tech ecosystem, which has produced hundreds of startups and billions in enterprise value in the past five years. We've invited some of Ann Arbor's fastest-growing tech companies to join us at Venue by 4M. Bring your resume and mingle over drinks and appetizers!
11.30.2023	Customer Discovery - The Secret to Startup Success (Part One)	Virtual	25	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. Session one on January 19 will introduce the key customer discovery concepts and ground rules – along with pro tips for framing the right questions and how to conduct an effective interview. After you've had the chance to create your customer discovery plan, the second workshop on February 2 will provide hands-on practice with guidance from our expert coaches. Working together with SPARK's entrepreneurial team you'll have the opportunity to perfect your interview process and explore what the results mean for your product or business.
12.5.2023	SPARK.ed   SEO Fundamentals	Hybrid, SCIC	57	When your audience goes to Google to solve a pressing problem, how do you appease the algorithm to show up at the top of their search results? We'll cover foundational approaches to SEO, as well as explore how to ensure that you reward your audience with real value if they do click through to your site. Hosted by SPARK and presented by BAM Strategy.
12.5.2023	Entrepreneur in Residence Info. Session & Networking Event	SCIC	71	Ann Arbor SPARK's EIR programs are designed to connect highly experienced and skilled talent with innovative startup companies both within Ann Arbor SPARK's service area, but also throughout southeastern Michigan. These programs provide financial and administrative support for these placements. We'll touch on key program elements, hear from past participants, and network with founders, entrepreneurs, prospective EIRS, and others within the ecosystem.
12.7.2023	Customer Discovery - The Secret to Startup Success (Part 2)	Virtual	35	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. Session one introduces the key customer discovery concepts and ground rules – along with pro tips for framing the right questions and how to conduct an effective interview. After you've had the chance to create your customer discovery plan, the second workshop will provide hands-on practice with guidance from our expert coaches. Working together with SPARK's entrepreneurial

Event Date	Event Name	Location	Attendees	Event Description
12.12.2023	Inclusive Workplace Series: Inclusive Communications	Virtual	38	team you'll have the opportunity to perfect your interview process and explore what the results mean for your product or business. The Inclusive Workplace Series provides training and guidance to growing companies in the greater Ann Arbor region who want to understand various aspects of diversity, equity, and inclusion (DEI) to consider in the development of their business. The series helps executives, HR professionals, team members, and all champions and allies learn how to build a more inclusive workplace culture that can result in improved hiring, employee retention and engagement, and deliver ROI in terms of innovation, performance, and growth.
<b>Total (18 Events)</b>			<b>1281</b>	

## Microloans

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

## 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
<b>Total (4 Companies)</b>		<b>7.5</b>

## Capital Raised

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

Uniq ID	Investor Organization	Total Amount
<b>Venture Capital</b>		<b>\$156,000,000</b>
8341MU	NTT Group, Toyota Ventures, Aioi Nissay Dowa Insurance Company, State Farm Ventures®, BMW i Ventures, Cyrus Capital, Millennium Technology Value Partners and Trucks Venture Capital	\$105,000,000.00
8761	Decibel Partners, GV, Greylock, Intel Capital, Decibel Partners, GV, Greylock and Intel Capital.	\$50,000,000.00
15159	Michigan Rise	\$1,000,000.00
<b>Corporate/University/Foundation</b>		<b>\$1,000,000.00</b>
15273	GENIUS NY	\$1,000,000.00
<b>Total (4 Companies)</b>		<b>\$157,000,000.00</b>

## Software

There were no software expenses this quarter.



# Integrated Marketing Plan



## Marketing Performance Metrics | Q2

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	FY 23 – 24, Q2	Vs. Last Quarter	Vs. Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	108,356	-43%	+66%
Video Views 	Video views on multiple platforms to reach wider audiences.	111,032	-24%	+63%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	1,550,686	-37%	+14%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	120,167	-34%	+57%

## Strategic Marketing and Communication Services

The newest addition to the SPARK services for our clients is strategic marketing and communication services. This is an in-house marketing strategy and service for our clients through the LDFA, dedicated to helping clients effectively reach their target audience. A few of the services offered through this expansion are strategy and planning, market targeting, support, and advice on the execution of specific tactics, and connecting clients to additional community resources. This quarter there was a total of 35 sessions with 23 companies; 6 of them were new marketing clients.

Uniq ID	Description	Sessions	New Co.
16846	Marketing needs assessment	1	1
17282M	Marketing needs assessment	1	1
16407Y	Strategic marketing session	1	
8769	Content development, strategic marketing session	1	
15408Y	Strategic marketing session	1	
17030Y	Marketing needs assessment, strategic marketing session	1	1
15282Y	Strategic marketing session		
7938	Content development, content review and edits, strategic marketing session	1	
16266	Content development, strategic marketing session	1	
17300	Marketing needs assessment	1	1
12039U	Strategic marketing session	1	
15335U	Content review and edits, strategic marketing session	2	
16643	Strategic marketing session	1	
15288	Strategic marketing session	1	
11212Y	Strategic marketing session	1	
17278Y	Marketing needs assessment	1	1
16236YM	Strategic marketing session	4	
17057Y	Strategic marketing session	2	
6977UY	Strategic marketing session	7	
17157Y	Marketing needs assessment, strategic marketing session	2	1
16672UY	Strategic marketing session	1	
16775Y	Content development, strategic marketing session	2	
11606Y	Strategic marketing session	1	
<b>Total (23 Companies)</b>		<b>35</b>	<b>6</b>

## 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]**

9 Total requests received

9 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**

John U Bacon Event – 10/30/2023

### **Capital Raised**

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

For the purpose of, Gateway Representative reporting, LN has to include owner investment and portfolio company sales. This number for the 6-month period is \$880,000 revenue.

### **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.