

First Quarter 2015-2016

\$280K
Support
for
companies



103
Companies
Served



10
Companies
Created



Jobs
14.5
jobs created
317
current FTEs



228
Event
Attendees



**Funds
Raised**
\$52.3 M
investments & grants

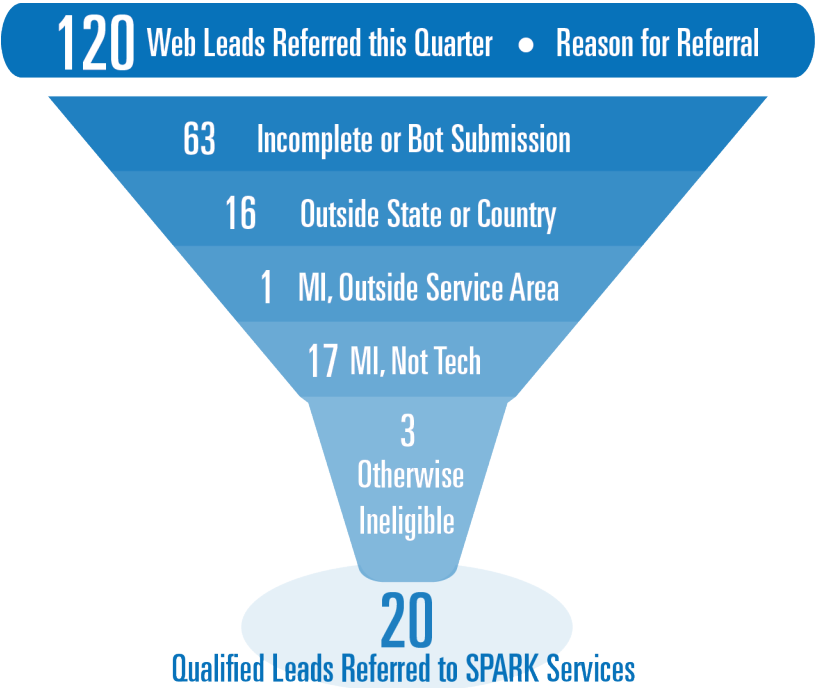
Ann Arbor SPARK works to advance the economy of the Ann Arbor region by establishing the area as a desired place for business expansion and location... by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations. 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 • July 1, 2015 – September 30, 2015

Business Accelerator Intake – Phase I



Companies Created

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

Uniq ID	Company Description
7241	Legal e-billing and matter management system.
7371*	Football coaching tool. Automated play timer and pass clock.
7444	Online marketplace for pollination services.
7448*	Private interactive 24-hour assistance to those with substance abuse disorders.
7493	HCIT product to help individuals define their purpose and manage their willpower to change their behavior.
7625	An enzyme-linked immunosorbent assay (ELISA) used in technology for biological/biomedical research, pharmaceuticals, and clinics.
7656	Vendor management and marketplace platform that matches corporations and law firms with vendors who provide needed ancillary legal/litigation services.
7666	Platform to provide videoconference for patient care by medical providers.
7681	High-purity silica from biogenic waste streams.
7699	Automates data science for business decision makers through source connectivity capabilities and a business data marketplace.

*Denotes University of Michigan technology or UM student team

Work Accomplished

Number and identity of companies in each phase, plus relevant aspects of commercialization

The following companies received Phase II Due Diligence assistance this quarter:

Uniq ID	Company Description	FTEs	Billed Support
7281	A clothing/accessory based, social shopping platform that combines recommendations from friends and coupons.	3	\$1,000
7570*	A battery research and development firm with proprietary intellectual property of a lithium ion battery with a carbonless cathode.	2	\$2,000
Total		5	\$3,000

The following companies received Phase III support:

Uniq ID / Company Description	FTEs / Project Description	Billed Support
0659*	7	\$4,875
Software and cloud based application for computational biology.	Website design and internet marketing strategy.	\$4,875
1282*	4.5	\$150
Developer of technologies that enable integrated and standardized assessments of blood damage, particularly for red blood cells.	Photo shoots and video production.	\$150
4522*	1	\$1,500
Tissue Engineered Ligament replacement for dogs.	Drafting of operating agreement, capitalization table, and employment contracts.	\$1,500
4803*	4	\$2,500
An intuitive integrated display that retrieves medical data.	Create a video to explain value proposition to buyers.	\$2,500
6230*	2	\$1,475
Bar-code Surgical instruments and sponges.	Conversion from LLC to C-Corp.	\$1,475
6522*	6	\$27,510
Development and implementation of online negotiation systems for courts and constituents.	Develop a new website around rebranding of product.	\$1,200
		\$7,200
	Product demo video.	\$4,400
6535	2	\$4,500
Solar energy customized solutions.		\$500
	Assist with sales and business development, provide strategic guidance based on feedback generated from sales activities, and assist with the product plan based on customer feedback.	\$1,300
		\$2,700
6800*	1	\$1,200
Provides bike-sharing solutions to communities. Smart Bike - Smart.	Response to first office action for US patent application including office action review, client meetings, and response preparation.	\$1,200

Uniq ID / Company Description	FTEs / Project Description	Billed Support
6977*	4	\$31,325
Human capital management software that optimizes the complex hiring, performance evaluation and personnel management workflows that exist in universities, academic medical centers, hospitals, medical schools and immigration attorney offices.	Update the brand image and messaging in order to: Create a meaningful brand that stands out from competitors and communicates the product. Better connect and convert with Academic and Faculty personnel. Convey the value and usefulness of the solution.	\$8,650
		\$6,175
		\$16,500
7038	1	\$1,000
Passenger vehicle onboard cyber security system.	Marketing & communications planning, materials, and support.	\$1,000
7070	2	\$2,715
Web and mobile platform that allows individuals to find their impact on public health outcomes from fossil fuel pollution.	Product strategy, UI, UX, logo, branding.	\$2,715
7074	5.5	\$1,129
Risk assessment and communication app for surgeons, and pre-surgical intervention programs.	LLC formation, nondisclosure, independent contractor, non-solicitation, noncompete, beta test, license agreements.	\$1,129
7117	4	\$20,000
Novel data processing algorithms and curated genetic database. Software as a service.	Legal work on licensing, contracts and Series A financing.	\$20,000
7176*	1.5	\$360
Stair climbing wheelchair.	Write and file U.S. patent application to convert preexisting provisional patent application into non-provisional utility patent application.	\$360
7201	1.5	\$2,625
Provides quality analytics and initiative programs designed to monitor and improve the quality and cost of care through improved compliance to accepted standards of clinical care.	Marketing research strategy and materials development.	\$2,300
		\$325
7202	1	\$3,000
Sports fandom competition, tracking and social media integration smart phone app.	Identify and contact potential investors, create the pitch strategy, increase monthly revenue to at least \$50,000 with a 20% profit margin, and hire 1 or 2 new team members.	\$3,000
7336*	4.5	\$750
Supply chain software.	Professional headshots.	\$150
		\$600
7349*	1	\$2,414
Medical Device integrator that is developing solutions to improve surgical safety and productivity.	Matters related to corporate formation.	\$800
	R&D tax credits and vCFO services.	\$685
	Trademark and contract work.	\$929
7356*	5	\$3,000
Predictive cyber security risk measurement and analysis to understand and manage your security posture and your exposure due to partners and vendors.	UI/UX development.	\$200
		\$2,800
7374	2	\$7,000
Augmented reality app for immersive digital experiences based on children's books.	Legal, strategic, and contract services.	\$2,500
		\$2,500
	Augmented reality contract work.	\$2,000

Uniq ID / Company Description	FTEs / Project Description	Billed Support
7375*	2	\$1,625
Mobile app for tracking and analyzing pain data.	Target market evaluation.	\$1,625
7441	2.5	\$6,550
Educational gaming platform.	Research/discovery, branding with a name/logo/tagline/messaging, and a landing page website.	\$3,550
7466	5.5	\$49,863
		\$4,138
		\$7,363
		\$8,363
		\$7,638
Mobile app that teaches children ages 2 to 12 simple money concepts.	Market research and strategic recommendations.	\$3,063
		\$3,613
		\$8,350
		\$613
		\$725
	Brand identity elements.	\$6,000
7493	7	\$720
HCIT product to help individuals define their purpose and manage their willpower to change their behavior.	Accounting system setup and installation.	\$720
7625	1	\$2,000
An enzyme-linked immunosorbent assay (ELISA) used in technology for biological/biomedical research, pharmaceuticals, and clinics.	Company formation package.	\$2,000
7651	0	\$3,300
	Market research.	\$300
	Logo and branding.	\$1,000
Services to help students take action on their passions and interests so they can authentically distinguish themselves.		\$500
	Marketing and prototyping.	\$500
		\$500
		\$500
26 companies	78.5	\$183,086

*Denotes University of Michigan technology or UM student team

SPARK Central Incubator

Ground Floor – *Pre-Seed Stage*

Incubator clients are charged a license fee per seat, or person(s) using the space. Throughout the quarter, there have been a total of nine companies occupying 18 of the 24 designated incubator seats. During this quarter, SPARK renovated the space into a more attractive open floor plan. This update increased capacity by 10 seats, and added a conference room.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs	
4519	Platform giving independent app publishers technology for serving customized native ads and a digital marketplace that connects their apps with advertisers.	6/1/15	12/1/15	4	5	
7275	Online personal family assistant and organization / coordination tool.	1/1/15	6/30/15-	1	3	
6545	Software platform applies predictive analytics to strategic decisions regarding intellectual property management.	8/1/15	1/31/16	1	2	
6867	Waste grinder and proprietary high-pressure waste micronizer, reducing the particle size of food waste making it highly digestible to bacteria.	12/1/14	8/31/15-	1	2	
7336*#	Supply chain software.	12/29/14	6/29/15-	4	4.5	
6835	Combustion cycle and injection technology.	6/1/15	12/1/16	4	7	
4115	Predictive transportation algorithm company developing SaaS products and integrable web services for transportation and logistics industries.	7/1/15	12/31/15	1	2	
7070	Web and mobile platform that allows individuals to find their impact on public health outcomes from fossil fuel pollution.	5/16/14	8/31/15-	1	2	
7448*	Private interactive 24-hour assistance to those with substance abuse disorders.	7/6/15	1/6/16	1	2	
9 Companies				Total	18	29.5

Third Floor – *Seed Stage*

The third floor incubator space is a shared open office environment 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- perfect for an expanding seed stage company building out their strategy, product, and team. There were three companies that occupied the shared space of the Stage Two Incubator during the First Quarter.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
4472*^	An online platform that empowers college students to showcase their work and skills to startups.	10/17/13	8/1/15	8	17
4547	Advanced nanofabrication methods and a novel three-dimensional (3D) approach to sensor assembly.	2/1/14	8/1/15	4	8
4791	Consolidated event planning and management software platform.	9/26/13	8/1/15	4	5
3 Companies				16	30

*Denotes University of Michigan technology or UM student team.

- Exit dates may have passed due to data pull bisecting the renewal process.

Client occupies private suite within incubator.

^ Client moved to fourth floor during quarter.

Fourth Floor– *Growth Stage*

SPARK identified and took action to meet the need in the startup community for flexibly structured, competitively priced office space in downtown Ann Arbor. During this quarter, we expanded our incubation service portfolio to include more than 6000 square feet of work space in the top floor of SPARK Central. This space is ideal for growth stage companies that are either homegrown, or moving to the area. At full capacity, this new workspace could seat over 60 people. Construction and furniture installation is projected to finished in October. Despite the ongoing construction, one growing client opted to move to the fourth floor ahead of schedule:

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
4472*	An online platform that empowers college students to showcase their work and skills to startups.	9/8/15	3/8/16	10	17

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

The Virtual Client program at SPARK Central is the solution chosen by several diverse segments due to their 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
7374	Augmented reality app for immersive digital experiences based on children's books.	2/1/15	7/31/15	2
6545	Software platform applies predictive analytics to strategic decisions regarding intellectual property management.	2/1/14	7/31/15	2
7667*	Precise gene editing for the development of human disease models, as well as regenerative medicine.	9/1/15	3/1/16	2
1282*	Developer of technologies that enable integrated and standardized assessments of blood damage, particularly for red blood cells.	7/1/10	3/31/16	4.5
7656	Vendor management and marketplace platform that matches corporations and law firms with vendors who provide needed ancillary legal/litigation services.	9/1/15	2/1/16	2.5
7362	Web content provider from books.	1/21/15	7/20/15	3
7560	Social cloud that combines social networking with SaaS cloud technologies in one platform for entrepreneurs and startup supporters.	5/6/15	11/6/15	1
7297	Patient data management.	2/18/15	8/17/15	2
338	Information and news aggregator and filter.	7/1/10	6/30/15	1
7046	Electronics based metering and power line communication.	4/1/14	6/30/15	1
2679	Development of therapies for treatment of bone-related conditions.	6/15/15	12/15/15	2
6356	A new marketing-based, platform-agnostic, real-time media alert solution.	2/1/13	4/30/15	1
7466	Mobile app that teaches children ages 2 to 12 simple money concepts.	3/1/15	9/1/15	5.5
3221	Provider of advanced software solutions for sewer modeling to municipalities and engineering consultants.	3/1/12	6/30/15	4
7666	Platform to provide videoconference for patient care by medical providers.	9/30/15	3/31/16	6.5
6338	Provider of software and consulting services to OEM, Tier I & Tier II manufacturing companies.	4/1/15	10/1/15	5
4406	Complete “Recommender System” (RS) for websites built with Drupal Content Management System	7/15/15	1/15/16	1
7609	Lightweight structural LED lighting that can be used to replace	8/1/15	12/31/15	2

Uniq ID	Company Description	Start Date	Exit Date	FTEs
	traditional or LED automotive, architectural or general-purpose lighting.			
7476	Machine vision to capture high quality images of the eye.	7/1/15	8/1/15	3
6635	A VIP lead generation service for the disaster restoration industry.	11/1/14	5/1/15	3
7153	Brain Imaging Service to assist in the development of medications or medical devices for the central nervous system.	7/1/14	6/30/15	1
6835	Combustion cycle and injection technology.	2/23/15	8/23/15	7
7594	Publisher of TV entertainment and listings magazines.	5/12/15	8/12/15	1
7441	Educational gaming platform.	3/20/15	6/20/15	2.5
5557	Digital Marketing Intelligence.	7/1/12	12/31/15	4
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions.	5/13/11	6/30/15	2.5
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	2/28/15	2
3637	Therapeutic for treatment of retinal diseases.	8/1/13	1/31/15	4
6816	Cloud based SaaS that provides hourly operational instructions to energy system operators.	2/1/15	9/30/15	7
6778	On-line seeker-solver network that allows Startup Teams (Seekers) to access crowd-sourced Product-Market Fit Solutions.	6/10/14	6/30/15	4
2821	A firmware application for collecting/analyzing multiple patient parameters in an ICU in real time.	9/1/10	3/31/16	3
7480	Social network for parents who have children age 6 or under.	4/13/15	9/30/15	1
6285	Autonomous aerial vehicles for infrastructure inspection.	11/18/14	5/18/15	7
33 Companies				100

*Denotes University of Michigan technology or UM student team

Hosted Networking and Educational Events

Event Name	Date(s)	Place of Event	Approximate # of attendees		Purpose of Event
			Entrepreneurs	Total Attendees	
Ann Arbor OpenCoffee	7/21/15, 8/11/2015, 9/15/2015	SPARK - Central	23	60	<p><u>Description:</u> This is a networking event for entrepreneurs, investors and those who work with innovative businesses. Come mingle with fellow community members while enjoying a bagel and coffee. Whether you are looking to meet potential employers, employees, new business partners, or just simply want to expand your networks, this event fosters connections on all levels. OpenCoffee is held monthly on the second Tuesday at SPARK Central.</p>

Event Name	Date(s)	Place of	Approximate # of attendees		Purpose of Event
EMU Digital Engagement Center Intern Graduation	08/19/15	SPARK - Central	4	19	<u>Speakers:</u> Bud Gibson, EMU Center for Digital Engagement and Bill Mayer, Ann Arbor SPARK / <u>Description:</u> This event is an opportunity to recognize the hard work of the first cohort of interns of the EMU Center for Digital Engagement Internship Program. It was a 10 week program that matched Student Interns with SPARK startup companies to advance their digital presence and gain experience.
Show & Tell Lunch	08/13/15	SPARK - Central	13	28	<u>Description:</u> This is a networking event for SPARK staff and Incubator clients to share updates, milestones and successes with one another and with the Marketing Dept. and Jenn Cornell Public Relations, and to make introductions.
BioArbor	09/16/15	SPARK - Central	13	28	<u>Speakers:</u> Kent Hawryluk, Gemphire Therapeutics; Kalyan Handique, Denovo Sciences, Inc.; Laura Schrader, 3D Biomatrix, Inc. / <u>Description:</u> BioArbor hosts educational networking events for the life sciences industry in the Greater Ann Arbor Area. Each meeting features a networking session and an invited speaker(s) followed by a Q&A session.
Ted Dacko Workshop - Questions All Investors Have	09/17/15	SPARK - Central	15	15	<u>Speaker:</u> Ted Dacko, Arbor Dakota. <u>Description:</u> This event is part of a series. Seeking financing is an art. It requires having a mindset of the investor and understanding what questions they have with respect to your business. There are (at least) 25 questions that investors have that must be proactively addressed before they will invest in your business. Knowing these questions and having a plan to address them is critical.
Ann Arbor SPARK Summer Innovation Mixer (Tenant Mixer)	06/26/15	Top of the Park - Ann Arbor Summer Festival	0	78	<u>Description:</u> (Tablecloth rental costs remaining in July) This event was held to give the opportunity for SPARK employees and stakeholders (Board of Directors, Executive Board, LDFA, Consultants, Business Development, etc.) and SPARK central tenants to interface with each other.
Totals			53	228	

Microloans - as of 9/30/15

L DFA Funds received	\$1,000,000
Micro Loans Disbursed	\$(1,318,461)
Repayments	\$381,387
Misc. Expenses	\$(6,045)
Bank Balance	\$56,881

Number of Loans to Date	Total Value of Loans Provided to Date	# Of Loans Written Off in Full	# Of Loans Partially Written Off	Value of Loans Written Off – Including Interest	Loans Paid Back in Full	Partial Payments of Loans	Loan Amount Repaid to Date – Including Interest
39	\$1318,461	5	3	\$181,177	6	7	\$381,387

Microloan Notes:

- Total loans due is \$1075,796, including interest accrued through 12/31/2014.
- Amount available to lend is \$56,881.
- Total current FTE for microloan companies: 139.
- Jobs retained during the term of the loans: 82, jobs created: 57.
- During this contract quarter, there were zero applicants.
- One prior approvals was disbursed this period: Civionics (\$25,000)

Internship & Entrepreneur-In-Residence Programs

Entrepreneur-In-Residence Program

This quarter, five 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
3118	Joint venture to develop foams using non-petroleum sources, particularly in life science industry.	2	\$3,723
3476*	High quality, solid-state lighting combining organic and inorganic materials that mimics sunlight; lower cost than other LEDs.	8	\$4,400
3637	Therapeutic for treatment of retinal diseases.	4	\$4,176
4076*	Ophthalmic pharmaceuticals for vision loss due to photoreceptor cell death.	2	\$6,000
4791	Consolidated event planning and management software platform.	5	\$2,150
6545	Software platform applies predictive analytics to strategic decisions regarding intellectual property management.	2	\$5,399
6778	On-line seeker-solver network that allows Startup Teams (Seekers) to access crowd-sourced Product-Market Fit Solutions.	4	\$3,180
6894	Rental housing marketplace and payment aggregation platform for college students.	5.5	\$6,178
6977*	Human capital management software that optimizes the complex hiring, performance evaluation and personnel management workflows that exist in universities, academic medical centers, hospitals, medical schools and immigration attorney offices.	4	\$368
7070	Web and mobile platform that allows individuals to find their impact on public health outcomes from fossil fuel pollution.	2	\$2,302
7374	Augmented reality app for immersive digital experiences based on children's books.	2	\$5,705
7441	Educational gaming platform.	2.5	\$2,400
7448*	Private interactive 24-hour assistance to those with substance abuse disorders.	2	\$1,000
7535*	Clock generator technology for the microprocessor market.	5	\$1,105
14 Companies		50	\$48,086

*Denotes University of Michigan technology

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. Participating companies are able to save around 28% of the total costs associated with short-term employment via SPARK taking on the administrative costs. 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	FTEs	Billed Support
3118	Joint venture to develop foams using non-petroleum sources, particularly in life science industry.	2	\$3,723
3476*	High quality, solid-state lighting combining organic and inorganic materials that mimics sunlight; lower cost than other LEDs.	8	\$4,400
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7441	Educational gaming platform.	2.5	\$2,400
7448*	Private interactive 24-hour assistance to those with substance abuse disorders.	2	\$1,000
7535*	Clock generator technology for the microprocessor market.	5	\$1,105
14 Companies		50	\$48,086

*Billed total does not match support total due to payroll taxes and fees not included in per company totals.

Digital Engagement Clinic

Six Ann Arbor 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 13 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 startups participating in the clinic - Warmilu, ContentOro, Arbor Insight, IndustryStar, Message Blocks, and Stridepost. There were a total of 13 interns. The program ran from 6/17/15 to 8/5/15. To date, one startup has retained a former intern as an employee after the end of the program.

Uniq ID	Company Description	FTEs	Billed Support
4791	Consolidated event planning and management software platform.	5	\$1,230
4586*	Heat technology generates nonelectric, reusable heat on demand.	6	\$1,800
6545	Software platform applies predictive analytics to strategic decisions regarding intellectual property management.	2	\$1,065
7275	Online personal family assistant and organization / coordination tool.	3	\$1,905
7336*	Supply chain software.	4.5	\$1,380
7362	Web content provider from books.	3	\$2,340
6 Companies		24	\$9,720

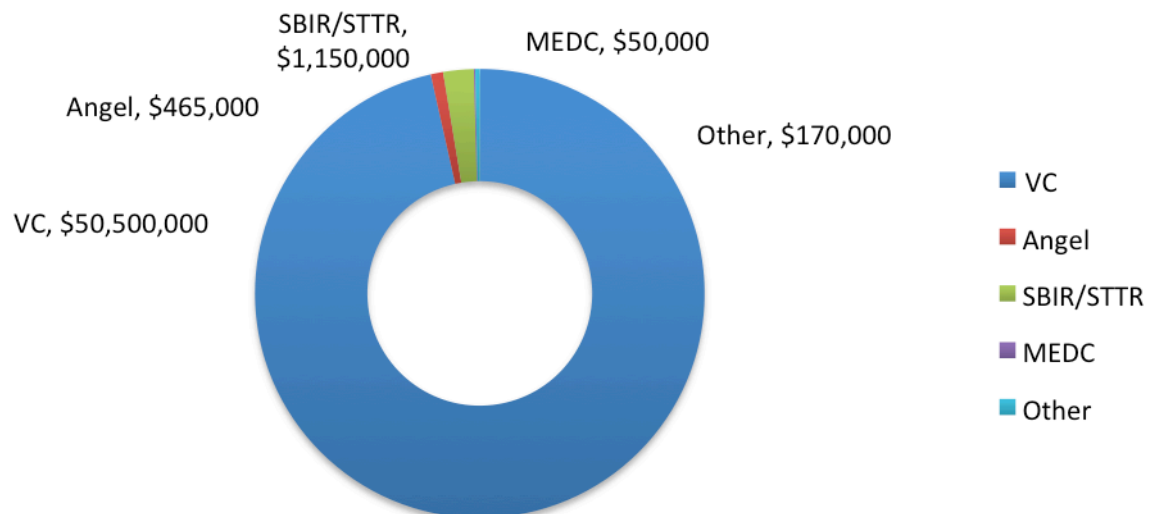
*Denotes University of Michigan technology

Capital raised

Grants awarded and private equity raised this quarter by companies served with LDFA dollars that are still located in Ann Arbor.

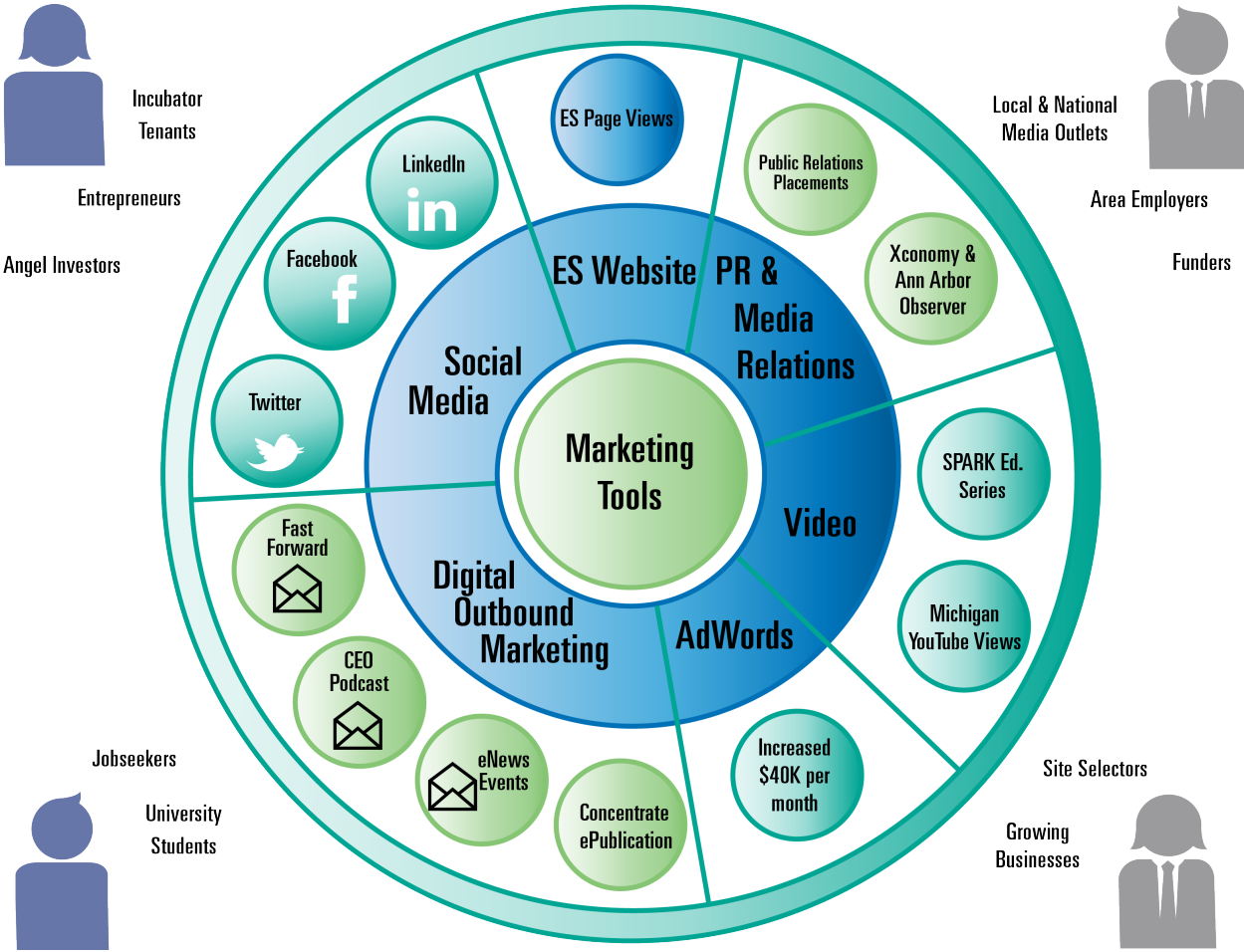
Uniq ID	Company Description	Transaction Details	Amount
794	Supply chain management software tools that enable customers to model, optimize and simulate supply chain operations.	Goldman, Sachs & Co.	\$50,000,000
5634*	Multi-sided reviews platform that allows users and restaurants to discover and engage each other.	Macomb Innovation Fund, undisclosed investor(s).	\$200,000
5634*	Multi-sided reviews platform that allows users and restaurants to discover and engage each other.	First Step Fund - raised on convertible note	\$50,000
3010*	Faster and more effective Integrated Circuit (IC) design quality control software.	Zell Lurie Commercialization Fund	\$50,000
6358*	Developer of a smart phone case that retracts and stores a user's headphones/earbuds within a slim profile case.	Macomb Innovation Fund, undisclosed investor(s).	\$200,000
7117	Novel data processing algorithms and curated genetic database. Software as a service.	Angels, first close	\$465,000
4228*	Advanced gamma ray detection and imaging devices based on wide band-gap semiconductor materials.	DOE Phase II SBIR	\$1,000,000
6918*	Quenched magnetic nanocolloids.	National Science Foundation	\$150,000
7362	Web content provider from books.	PSF 2.0	\$50,000
5634*	Multi-sided reviews platform that allows users and restaurants to discover and engage each other.	Partnership between Macomb Community College and JP Morgan Chase	\$100,000
7441	Educational gaming platform.	Family & Friends	\$70,000
Total			\$52,335,000

*Denotes University of Michigan technology



Integrated Marketing Plan Update

Fourth quarter results and progress to yearly goals:



Metric	First Quarter/ YTD	Yearly Goal	YTD Progress to Goal	Rationale for Yearly Goal
Newsletter Open Rate*	21%	20%	Exceeded by 1%	Beat industry standard (18%) by 2%. *Not cumulative
Entrepreneurial Services Webpage Views	58,730	53,211	110%	Increase Page Views to ES by 3,000 annually above 2013-2014 fiscal year.
Webpage Visits by Ann Arbor Residents	15,154	65,072	24%	Increase visits to the website from Ann Arbor overall by 5,000 annually over 2013-2014 fiscal year.
Social Media Referrals	1,165	3,297	35%	Increase visits from Ann Arbor to website from social media by 500 visits above 2013-2014 fiscal year.
Video Views	763	4,506	17%	Increase video plays from Michigan by 500 annually above 2013-2014 fiscal year.
PR Placements	5	36	14%	Increased mentions of Ann Arbor startups in local, regional, and national news publications.

Methodology

Ann Arbor SPARK collects and reports data from its clients over and above what is required by the contract. Salesforce.com is employed as our Customer Relationship Management system to record company data. Information about all companies is gathered through several methods as described below. Ann Arbor SPARK continues to refine procedures to capture, store, and report data more efficiently, accurately and timely.

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 of the applicant's needs are captured and inputted.

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 to subscribe to a software service on behalf of our clients, and to pay for a consulting project as described below.

1. **In4Grants:** \$7,500 – Quarterly payment. Grant research, application, and coordination platform available to all incubator and accelerator clients for free.
2. **Clicktools:** \$1,497 – Online survey creation and distribution apparatus which automatically inputs responses into our CRM. This is the instrument we use to conduct the annual survey.

Glossary

In an effort to reduce redundancy and unnecessary complication, SPARK and the LDFA keep definitions of terms consistent with Michigan Economic Development Corporation. Included for clarity and reference are applicable definitions provided by the Michigan Economic Development Corporation:

Companies Served

The number of TECH companies that contractor provided intensive services to; including accelerator grants, incubator space, mentoring, consulting, training, etc.

Full-Time Equivalent

All W2 employees and founders, plus 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 FTEs.

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.