

LDFA REPORT 2019 - 2020

ANN ARBOR/YPSILANTI SMARTZONE

ANNUAL REPORT

191 COMPANIES
SERVED

151 JOBS
CREATED

53 COMPANIES
CREATED

\$194 M FUNDS
RAISED
INVESTMENTS & GRANTS

\$1.686 M
DIRECT SUPPORT

Photo Credit: Oxford Companies



Ann Arbor SPARK will advance the economy of the Ann Arbor region by establishing it as a desired place for innovation, business location and growth, and for talented people to live and work. The Ann Arbor region will be recognized for its academic, business, and community resources, and its collaborative culture. For more information visit: www.annarborusa.org

Ann Arbor-Ypsilanti Smart Zone Local Development Finance Authority (LDFA)

Ann Arbor SPARK Annual Report: July 1, 2019 – June 30, 2020

Contract Period July 1, 2019 through June 30, 2020

3.3 The Contractor shall provide a written Final Program Progress Report to the LDFA no later than sixty (60) days after the end of the Project Service Term. The Final Program Progress Report shall disclose: 1) a census of the annual and cumulative number of jobs created within the Service Area (as defined in Attachment A) as of June 30, 2020 (with jobs defined as the incremental increase in the number of Full Time Equivalent employees (FTEs) beginning with the date a Business Accelerator proposal is signed, or a loan is provided, or when a SPARK Central Incubator agreement is first executed, or when participation in a Boot Camp session occurs); 2) a census of the annual and cumulative number of jobs related to Business Accelerator, SPARK Central Incubator, and Boot Camp attendees that have left the Service Area because of relocation, merger, acquisition, or business failure as of June 30, 2020; 3) a census of the number and identity of current and past clients the Contractor deems no longer eligible for LDFA funded services as of June 30, 2020; and 4) a census of the number and identity of clients for which information regarding jobs creation is no longer being collected as of June 30, 2020. The Contractor shall track companies for a period of five years through an annual survey and make efforts to achieve as high a participation rate as possible. The survey will not only include questions that update standard economic development data but also ask companies who leave the area why.



Annual Metrics

This year SPARK served 191 companies with a deliberate, customized combination of accelerator services, incubation, scholarship to the Boot Camp course, or involved in the Digital Engagement Clinic (DEC). These companies reported the net addition of 151 full-time equivalent employees (FTEs) from the onset of their engagements to the end of contract year. Currently, these companies employ 658.5 FTEs (see appendix F:1).

Additionally, SPARK supported the creation of 53 companies through assistance in business model development, management coaching, legal advice, and other critical startup services. SPARK has created strong companies that have the resources and viability to foster our future economy and sustain job growth.

Companies Remaining in the Service Area

- One hundred sixty companies that worked with SPARK this year are still operating within the City of Ann Arbor or City of Ypsilanti.
- These companies reported an addition of 171 FTEs from the onset of their engagements to the end of contract year.
- Ann Arbor and Ypsilanti companies SPARK has worked with over the fiscal year have gained, on average, 1.15 full-time equivalent employees.

Outside Service Area

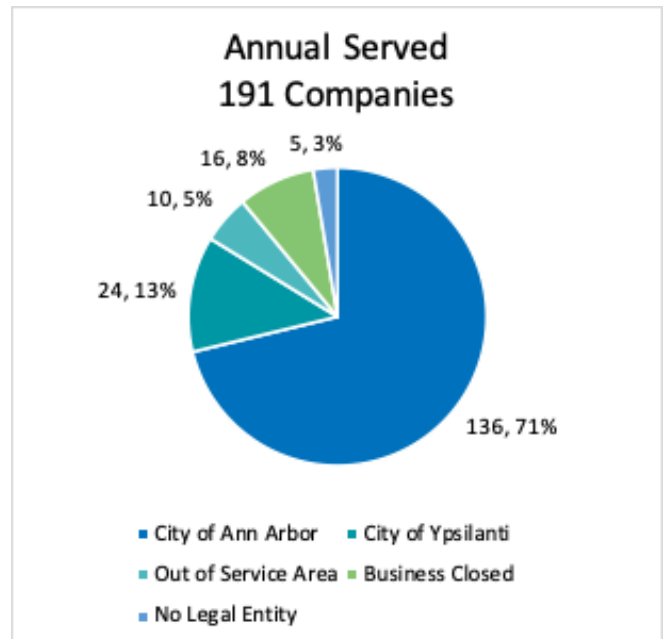
- Out of the 191 companies that have received LDFA-funded services this year, 10 companies representing 72 FTEs are currently located outside the service area.
- One of the 10 are a DEC team initially from outside of the service area.
- Nine of the 10 are incubator clients who have not yet changed their registered address to their respective incubators.
- The remaining company is currently in the process of company registration in Michigan.

Closed Businesses

Out of the 191 companies served this year, 16 have ceased operations. The termination of these companies represented a decrease of 25 FTEs, which has already been deducted from the previously stated annual net addition of 151 FTEs.

No Legal Entity

Five of the companies served this year have not attained legal formation or Michigan registration by the end of the contract year. Entrepreneurial teams at this stage are either focused on validating their business model, e.g. a Boot Camp team, or they are incubator clients that haven't registered their out-of-service area or out-of-state companies in Michigan.



Cumulative Metrics

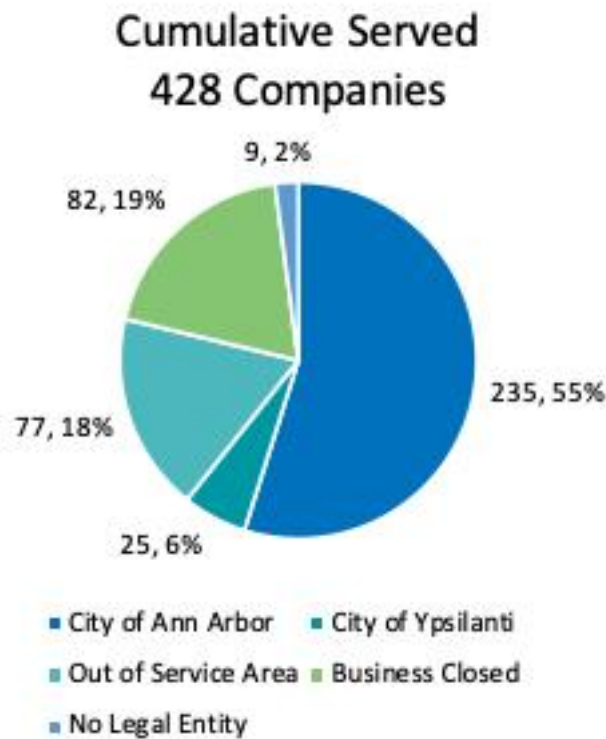
Cumulatively, in the last five years, SPARK provided services to 428 unique companies (see appendix F:2). The subset of these companies who either responded to our survey, or remained in contact with SPARK, reported a net increase of 979.5 full-time equivalent employees from the onset of their engagements to the end of this contract year. Currently, these companies employ 2022 FTEs.

This report of jobs created is the net of reported gains and reductions in staffing for companies that received LDFA-funded services within the time period discussed below.

For the purposes of this report, 'cumulative' is defined as a five-year period including this fiscal year (2015-2020). The quality of our data diminishes sharply for companies served before this threshold due to the above-mentioned trend in survey responses; we lack sufficient data to accurately account for the success of our former clients as measured by employment.

Companies Remaining in the Service Area

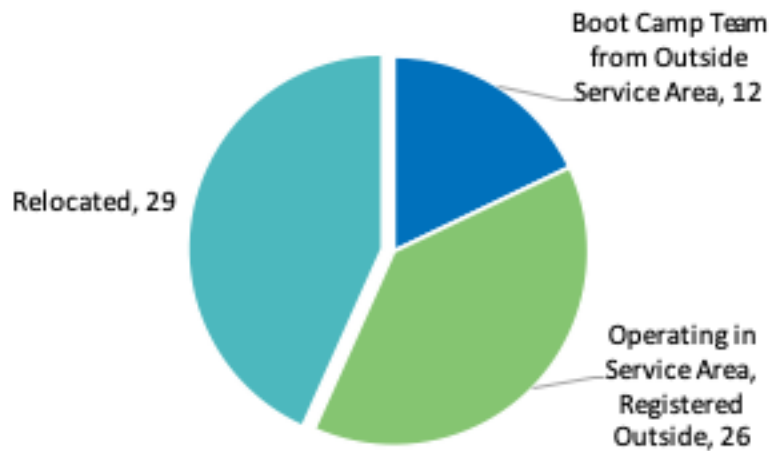
- Two hundred sixty companies that worked with SPARK over the past five years are still operating within the City of Ann Arbor or City of Ypsilanti.
- Currently these companies employ 1,219.5 FTEs.
- These companies reported a net addition of 668 FTEs from the onset of their engagements to the end of contract year.



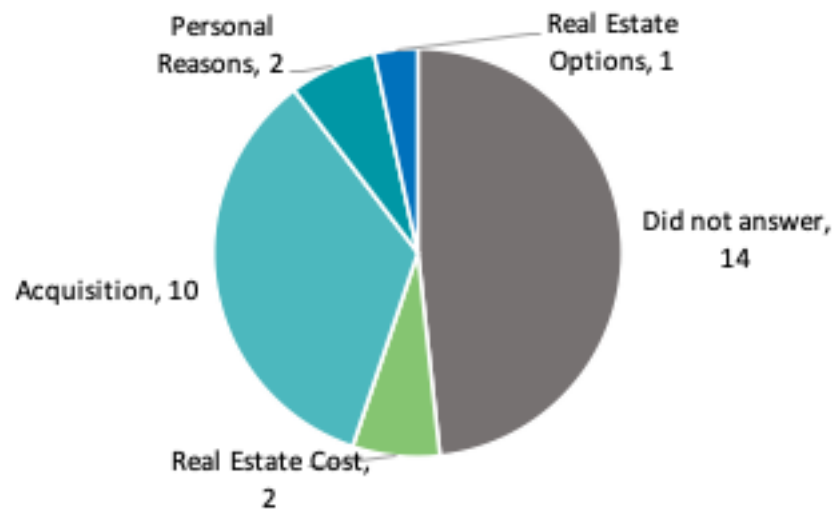
Outside Service Area

- Seventy-seven out of the 428 companies representing 776 FTEs that have received LDFA-funded services over the past five years are not currently registered within the service area.
- Twenty of the 77 companies are Boot Camp teams that are initially from outside the City of Ann Arbor or City of Ypsilanti.
- Twenty six of the 77 companies are operating inside the service area but have registered addresses outside the City limits.
- The remaining 51 companies have moved from the service area, 15 stated a reason on our annual survey.

Outside Service Area 77 Companies



Reason for Relocation

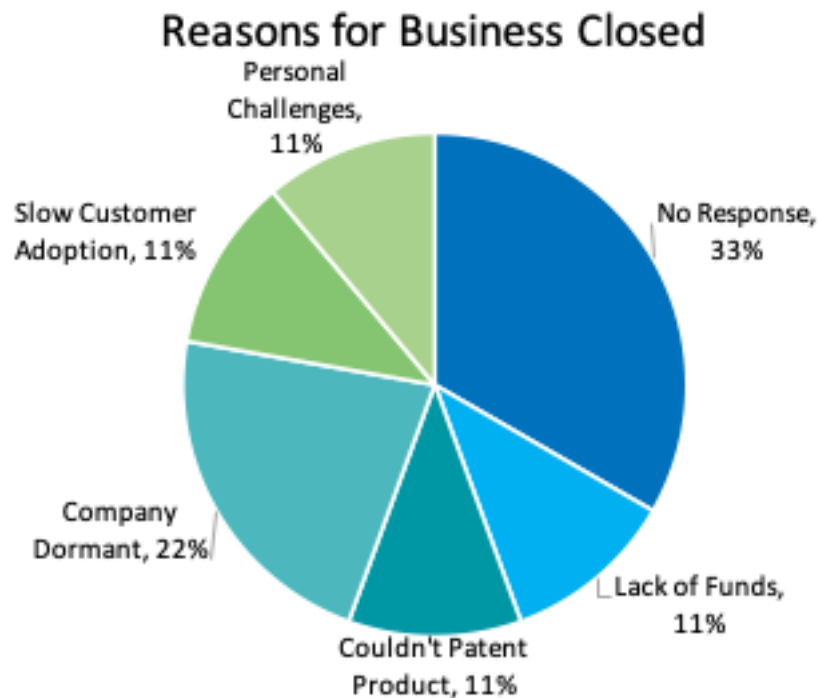


No Legal Entity

Nine of the companies served have not attained legal formation or Michigan registration by the time the contract year ended. Entrepreneurial teams at this stage are either focused on validating their business model, e.g. a Boot Camp team, or they are incubator clients that haven't registered their out-of-service area or out-of-state companies in Michigan.

Business Closed

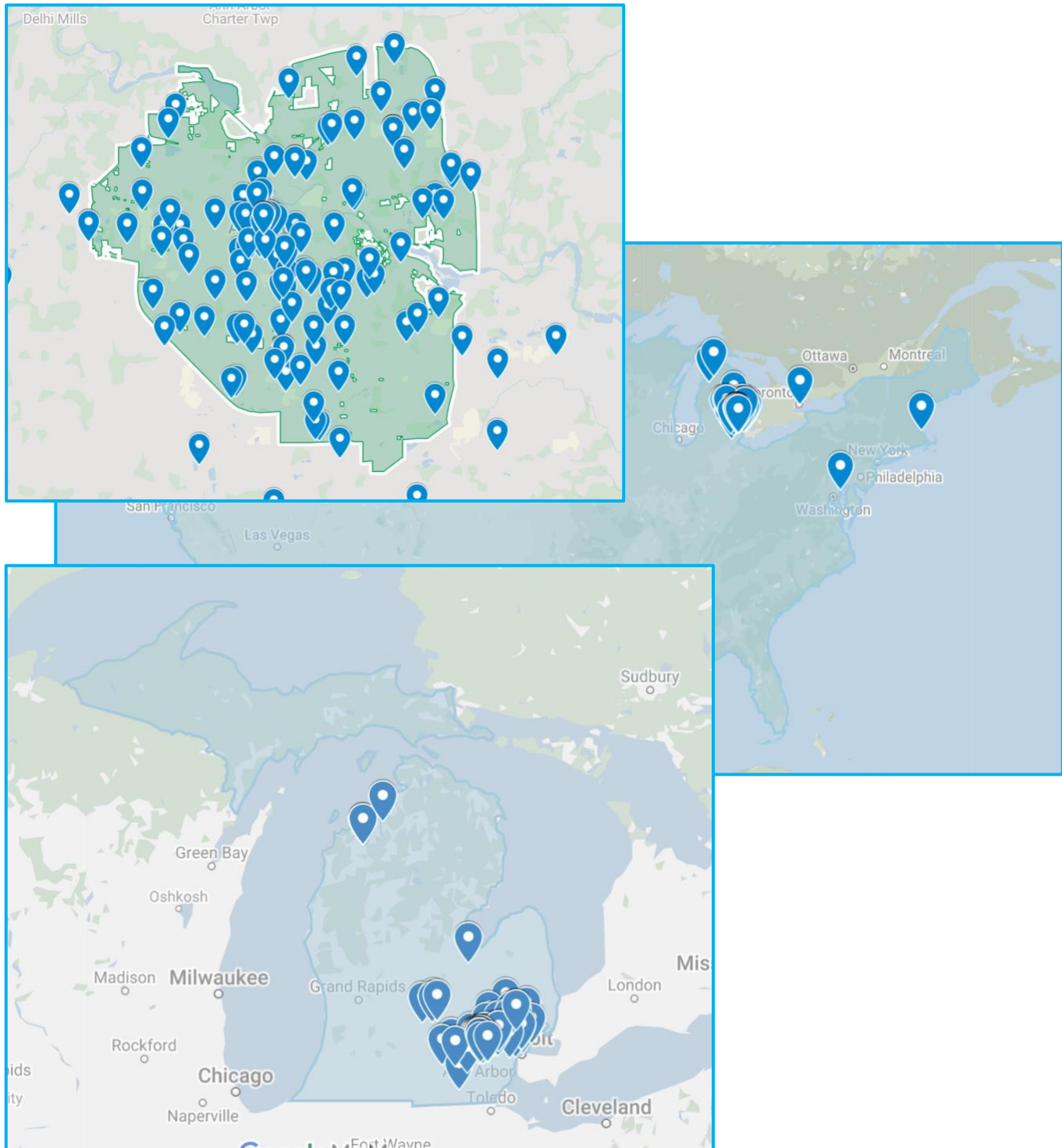
Eighty-two of the companies that received LDFA-funded services in the last five years have reported ceasing operations. It is challenging to accurately report the FTE count of these companies because they do not report their employment figures when they close. However, at the start of their last SPARK service, they accounted for 169 FTEs in total.



Note: Chart data set is composed of companies that answered a specific question on this year's survey.

Geographical Distribution of Served Companies

These maps show the distribution of the 334 companies served in the last five years that are still in business.



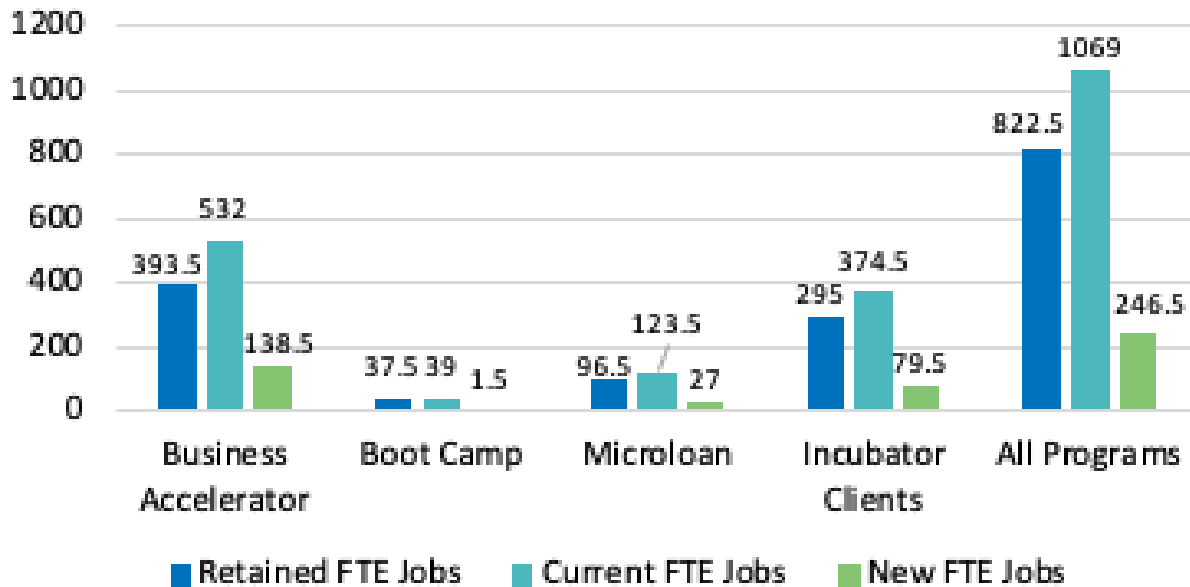
Jobs Created by LDFA Program

The tables in the appendices serve as a breakdown of services provided during the fiscal year, and the associated job creation reported by the individual clients of each program. Please note the following:

1. There is substantial overlap of programs serving any given company. Many companies receive a variety of services from SPARK as they grow, and therefore they will appear on more than one table. Likewise, their FTE figures will cause the total FTE counts on the below graph to be less than the sum of each program.
2. The 'new' FTEs listed in the below table do not represent the net total of jobs lost due to closed companies. As a result, the total below is 25 more than the 151 jobs created stated on page two.

We also asked companies about the number of independent contractors with whom they engage. Although this figure is not required to be reported by SPARK, we believe it reflects a more accurate economic impact by startup businesses. The 1099 contractors are not represented on the below graph, but they are listed on the tables in the appendices.

Jobs Created By Program



Business Accelerator

The table in Appendix A lists the 148 companies that received Business Accelerator services this year. The table comprises business accelerator grants along with the Executive-in-Residence and internship programs. Out of the companies that had Business Accelerator engagements this year, 56% responded to the annual survey.

NEW PIVOT GIVES GUIDANCE ON NAVIGATING STUDENT DEBT

LOANSENSE IS A DIGITAL STUDENT LOAN ADVISOR THAT SIMPLIFIES THE LOAN REPAYMENT PROCESS THROUGH CUSTOMIZED PLANS AND SOLUTIONS THAT LEAD TOWARD LOAN FORGIVENESS. LOANSENSE HAS ALREADY HELPED CUSTOMERS SAVE BETWEEN \$4,000 TO \$10,000 ON THEIR LOANS. DUE TO THE RECENT COVID-19 PANDEMIC, LOANSENSE RECENTLY RESTRUCTURED ITS EXISTING PLATFORM TO TRANSFORM IT TO SERVICE THE INDIVIDUAL CONSUMER AS WELL AS CONTINUE TO HELP EMPLOYERS AID THEIR EMPLOYEES WITH STUDENT DEBT. THE RESPONSE TO THE NEW PLATFORM LAUNCH WAS OVERWHELMINGLY POSITIVE AND WITHIN 48 HOURS OF THE FIRST ANNOUNCEMENT, THE WEBINAR REACHED MAXIMUM CAPACITY.



LOANSENSE

Boot Camp

The table in Appendix B lists the 23 teams that attended Boot Camp this fiscal year. Fall Boot Camp was held November 18 - 19. The spring Boot Camp session was held May 4 - 5. Seven Boot Camp teams received Business Accelerator services by June 30. Five team are affiliated with the University of Michigan. In all, 16 teams received an LDFA-funded scholarship to attend Boot Camp. This year's annual survey only had one team respond amongst all Boot Camp teams; that team reported subsequently raising capital.

R2 SPACE ANNOUNCES NEW HEADQUARTERS AND DIU AWARD

IN APRIL 2019, R2 SPACE, INC. ANNOUNCED IT WAS AWARDED A DEFENSE INNOVATION UNIT (DIU) CONTRACT. DIU'S CHARGE IS TO IDENTIFY AND SUPPORT DEVELOPMENT OF THE NATION'S BEST INNOVATIVE COMMERCIAL TECHNOLOGIES FOR USE BY THE DEPARTMENT OF DEFENSE (DOD). DIU WILL ACCELERATE R2 SPACE'S CUTTING-EDGE RADAR SATELLITE TECHNOLOGY, WHICH IS CAPABLE OF IMAGING THE EARTH DURING THE DAY, AT NIGHT, AND THROUGH THE CLOUDS. R2 SPACE PROVIDES U.S. GOVERNMENT AND COMMERCIAL CUSTOMERS, INCLUDING THOSE IN THE AEROSPACE, HOMELAND SECURITY AND DEFENSE INDUSTRIES, WITH SPACE-BASED SATELLITE RADAR INTELLIGENCE. IN LATE 2019, THE MICHIGAN ECONOMIC DEVELOPMENT CORPORATION AND ANN ARBOR SPARK WORKED WITH R2 SPACE TO ESTABLISH THE COMPANY'S HEADQUARTERS IN ANN ARBOR. THE COMPANY HAS COMMITTED TO CREATING OVER 30 NEW JOBS OVER THE NEXT TWO YEARS, AND IS ALREADY WELL ON ITS WAY, HIRING 18 PEOPLE SINCE LAST NOVEMBER WITH PLANS TO HIRE 20 MORE.

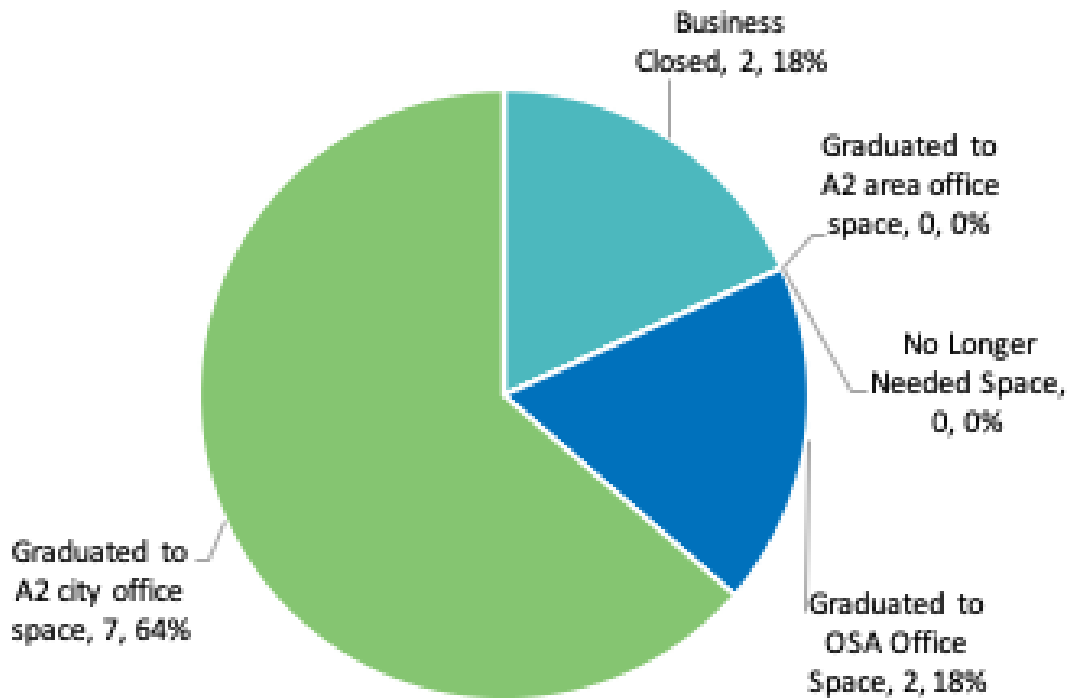


Incubator Clients

The table in Appendix C lists the 95 companies that are or were incubator clients this year in the SPARK Central Innovation Center or SPARK East Innovation Center. Of this year's clients, 70% responded to the annual survey.

Over the year, nine companies have "graduated" to their own office space and continued to grow rapidly. Seven of the graduates have settled in the immediate Ann Arbor area and currently employ 85.5 people.

Reason for Departure From Incubator
9 Companies

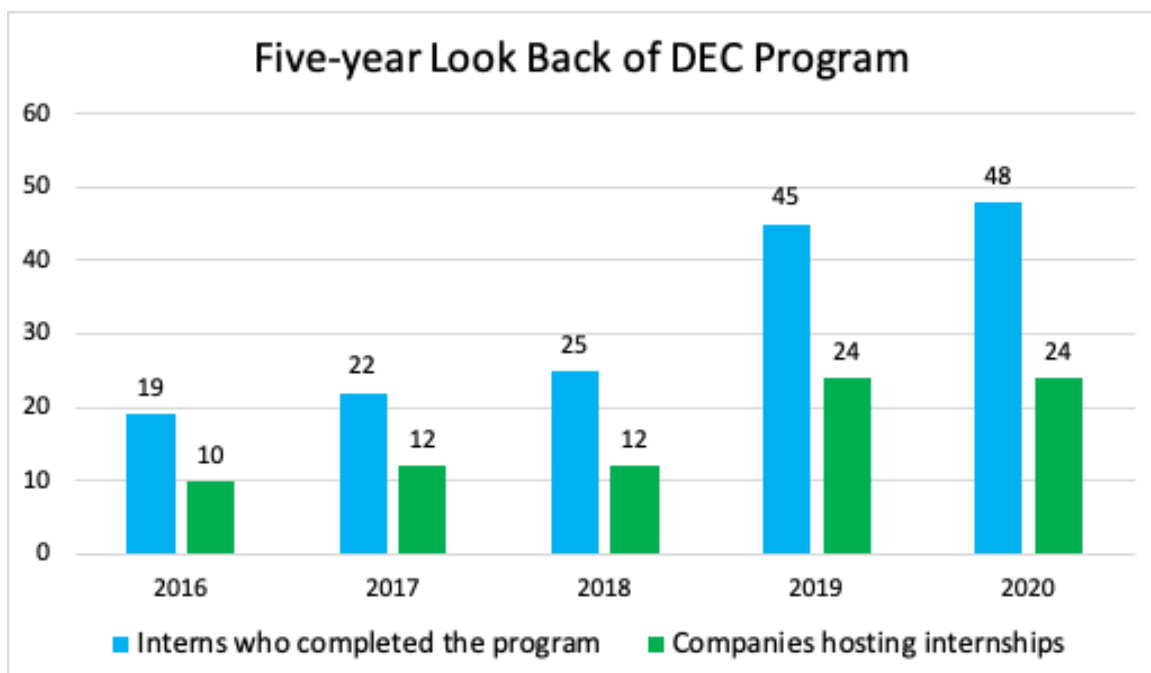


Digital Engagement Clinic

Twenty-four local startups received a digital marketing boost through a collaborative program between Ann Arbor SPARK and Eastern Michigan University's Center for Digital Engagement over the summer of 2020. The Digital Engagement Clinic (DEC) matched 48 undergraduates and recent graduate interns out of 426 applicants with Ann Arbor SPARK clients to accelerate the startups' digital marketing efforts. The age range for the interns were 19 to 45, with a ratio of 2/3 female. The startups received hands-on digital marketing, and clinic interns received valuable work experience that built their resumes.

Interns worked in teams of two for companies housed in Ann Arbor SPARK's high tech incubators. Example projects include digital advertising, social media, content creation, analytics, web design and development, SEO, video production and graphic design, mobile app development, and project management. The internships were for 10 hours per week and ran from mid-June through mid-August culminating in a graduation ceremony where students were awarded a Digital Media Certificate. For the students to gain their CDE/SPARK Digital Media Certificate, they must complete the 90-hour internship with their assigned local startup, attend weekly panel discussions, and get certified in Google Analytics or AdWords.

One of the main reasons Ann Arbor SPARK and the Center for Digital Engagement continue to grow the summer clinic is to help students gain insight and experience for in-demand jobs in the Ann Arbor area. Local employers find the interns' newly acquired skills and demonstrated proficiency especially valuable as evidenced by the rate at which the interns are hired post-graduation.



Mobility

Mobility is a driving industry in the Ann Arbor region with 227 mobility companies of varying sizes located in Washtenaw County. In this last fiscal year, Ann Arbor SPARK served 35 mobility companies which employ 122 FTEs. Business Accelerator services totaling \$365,274.45 were awarded to these companies. Mobility companies in the region raised a total of \$83,686,340 in capital.

Company Successes

- Mobility startups Seoul Robotics USA, Inc. and LiveRoad Analytics, Inc. chose to setup their U.S. headquarters in Ann Arbor.
- Two local mobility companies that have leveraged Entrepreneurial Services in the past raised significant capital investment: May Mobility, Inc. raised \$50 Million in a Series B round led by Toyota Motor Corp., and SkySpecs, Inc. raised a little over \$12.5 Million in a Series C round this fiscal year.
- INTVO LLC, a company located at SPARK Central, was selected as a finalist in the 2019 SXSW (South by South West) Artificial Intelligence, Robotics & Voice category. However, due to the COVID-19 pandemic the 2020 SXSW was cancelled.
- Autaza Technology, Inc., a Brazilian company that has opened their U.S. headquarters at SPARK Central last fiscal year, was selected to participate in the Industry 4.0 accelerator run by Automation Alley, Lean Rocket Lab, and Lawrence Technological University's Centrepolis Accelerator.

Resources and Programs

A2 Mobility Tech Meetup: A meetup where we visit innovative mobility companies within the Ann Arbor region to learn more about their journey and plans for the future, thus creating opportunities for partnerships between local companies to strengthen the mobility ecosystem. Due to the COVID-19 pandemic the meetup shifted focus to a lunch-and-learn series where we brought together select companies that have evolved their business model in response to COVID-19 to share how the industry is adapting, how their companies are evolving, and how these new solutions support the community-at-large. There were 607 attendees to this meetup.

Mobility newsletter: The Mobility newsletter highlights opportunities, events, and insights about the Ann Arbor region. Registration for the newsletter went up by 22% from last fiscal year. On June 30, 2020 we had 1,288 individuals registered to receive the newsletter. The average open rate for the newsletter is 27% which is higher than the benchmark average of 18-20%. The click-through-rate of the newsletter is 3.7% which is higher than the benchmark average of just under 3%.

Ann Arbor House and NAIAS (North American International Auto Show) and Mobility House at SXSW all had to be cancelled due to the COVID-19 pandemic. Content and speakers had been organized for both events to showcase the best our region has to offer. We continue to engage with NAIAS and SXSW as well as the speakers from these programs to pull them forward should these events take place in 2021.

Additional Projects and Collaborations

Additional efforts were made to strengthen cooperation and coordination with partner organizations to help startups better leverage the existing resources and support strategic projects to improve transportation access and efficiency in the region. Some examples are listed below.

- SPARK provided three Letters of Support for proposals being submitted by partner organizations to further mobility efforts within the Ann Arbor region.
- The Michigan Small Business Development Center (MISBDC) made additional Business Accelerator Funds (BAF) available to business accelerators to help early stage technology companies involved with alleviating the COVID-19 crisis or severely struggling as a result of it. An example is Bedestrian, LLC who received \$50K funds to help the company develop and test “hands off” package pick-up/drop-off and a sealed cooling system. This Ann Arbor-based company designs, develops, and supplies a system of autonomous delivery robots to hospitals and other health care providers to augment medical staff and enhance patient care. This modification is needed by the company’s healthcare and elder care center customers in response to COVID-19.

The Director of Mobility Programs also sat on partner advisory committees to offer insight on mobility, innovation, and economic development. These included:

- The Ann Arbor Ride’s (public transportation) New Mobility Toolkit external advisory.
- Carbon Neutrality Technical advisor to the City of Ann Arbor for their Vision Zero Plan.
- Participant in the World Economic Forum’s SIMS Project focused on improving connectivity between Ann Arbor, Detroit, and Windsor.

**FUNDING FOR CITY
INSIGHTS PLATFORM**

FORD MOBILITY’S CITY INSIGHTS PLATFORM REPRESENTS A SIGNIFICANT MILESTONE IN DEVELOPING URBAN MOBILITY SOLUTIONS. IT ALSO EXEMPLIFIES ANN ARBOR SPARK’S UNIQUE ABILITY TO ADVANCE PRIVATE-PUBLIC PARTNERSHIPS THAT BENEFIT THE REGION’S ECONOMY. THERE ARE CURRENTLY 227 MOBILITY COMPANIES IN WASHTENAW COUNTY. WHEN FORD MOBILITY FIRST PITCHED THE URBAN DATA PLATFORM AND SIMULATION TOOL CONCEPT, SPARK IMMEDIATELY RECOGNIZED THE POTENTIAL TO MAKE ANN ARBOR A LIVING, GROWING MOBILITY LAB. THIS IS ANOTHER EXAMPLE OF SPARK’S UNIQUE ABILITY TO FACILITATE PROJECTS BY BRINGING PRIVATE AND PUBLIC ENTITIES TO THE TABLE AS WELL AS LEVERAGING ITS DEEP INDUSTRY EXPERTISE TO FACILITATE CONVERSATIONS ACROSS MULTIPLE PERSPECTIVES.



Strategic Marketing and Communication Services

The newest addition to the SPARK services which started in August 2019 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. The services offered through this expansion are marketing needs assessment, marketing referral, marketing resources and educational materials, strategic marketing session, content review and edits, and content development. This year there was a total of 422 sessions amongst 45 companies expressed through the data in Appendix D.

MAY MOBILITY EXPANSION IN ANN ARBOR AND SERIES B ROUND

MAY MOBILITY, INC. IS REIMAGINING TRANSPORTATION BY DEPLOYING AUTONOMOUS SHUTTLES TO HELP PEOPLE GET WHERE THEY NEED TO GO SAFELY, EASILY, AND WITH A LOT MORE FUN. THEIR CURRENT FLEET OF ELECTRIC VEHICLES HAVE ALREADY PROVIDED MORE THAN 170,000 REVENUE-GENERATING RIDES WITH AN ENTERPRISE SERVICE WORKING WITH BOTH PUBLIC AND PRIVATE CUSTOMERS IN DETROIT AND GRAND RAPIDS, MI AND PROVIDENCE, RI. MAY MOBILITY HAS BEEN AN ANN ARBOR SPARK CLIENT SINCE JANUARY 2017, AND HAS PARTICIPATED IN A2 TECH TREK'S MOBILITY ROW IN 2018 AND 2019, AND JOINED SPARK AT SXSW FOR PANELS AT MICHIGAN HOUSE IN 2018 AND 2019. RECENTLY, MAY MOBILITY ANNOUNCED PLANS TO EXPAND IN ANN ARBOR WITH SUPPORT FROM THE MICHIGAN STRATEGIC FUND. MAY MOBILITY IS LOOKING TO EXPAND ALL ASPECTS OF ITS SERVICES, INCLUDING ENHANCEMENTS TO ITS AUTONOMOUS VEHICLE (AV) SHUTTLE FLEET, A PROJECT THAT WILL GENERATE A TOTAL PRIVATE INVESTMENT OF \$11.8 MILLION AND CREATE 100 HIGH-WAGE ENGINEERING AND TECH JOBS IN ANN ARBOR. THE MICHIGAN STRATEGIC FUND AWARDED THE COMPANY A \$700,000 MICHIGAN BUSINESS DEVELOPMENT PROGRAM PERFORMANCE-BASED GRANT IN SUPPORT OF THE PROJECT.

MAY MOBILITY ANNOUNCED IN DECEMBER 2019 THAT IT HAS CLOSED A \$50 MILLION SERIES B ROUND LED BY TOYOTA MOTOR CORPORATION. THE ROUND WILL HELP FUND STRATEGIC HIRES ACROSS THE ENGINEERING AND OPERATIONS FUNCTIONS, AND EXPANSION OF THE VEHICLE FLEET TO MEET GROWING DEMAND. IN ADDITION TO LEADING THE ROUND, TOYOTA HAS SELECTED MAY MOBILITY AS ONE OF ITS PARTNERS IN THE AUTONOMOUS TRANSPORTATION-AS-A-SERVICE (TAAS) SEGMENT FOR FUTURE OPEN MOBILITY PLATFORMS. THE SERIES B ROUND BRINGS THE COMPANY'S TOTAL RAISED TO \$84 MILLION TO DATE AND POSITIONS THE COMPANY TO FURTHER EXTEND ITS LEADERSHIP IN THE AUTONOMOUS DRIVING LANDSCAPE.



may mobility

XR Initiative Internship Program

Another new addition to SPARK is an internship matching program geared towards real world applications of building AR/VR/XR (alternative reality, virtual reality, and experiential reality), visualization, or gaming products in the context of directed research, and under mentorship of an U-M professor and in collaboration with industry experts. Qualified students are provided with pragmatic and impactful research direction by local community startups and enter a two-phase program broken up into experiential learning and practicum internship. Each phase focuses on different aspects of learning with opportunity to gain industry skills that are presented in real world challenges. Overall the students have the ability to understand the complex dynamics of life in an AR/VR/XR or gaming startup or company and are thereby better prepared to be developers for the future careers. The program ran for 16 weeks with a 50% matching from SPARK and the client towards the internship. Five students were selected and matched with four companies for this first initiative represented below in the table. See below in Appendix G for student testimonials.

Uniq ID	Company Description
7374	Augmented reality application for immersive digital experiences based on children's books.
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.
7796	Mobile game developer.
11988	Scalable smart camera system that captures all objects in any sports scene, including players and officials from multiple points of view including 3-D motion.
Total 4 Companies	



[Ann Arbor SPARK](#) recently announced its popular annual [a2Tech360](#) programming will be delivered virtually this year, September 18-26, 2020. An Ann Arbor SPARK initiative, supported by LDFA, a2Tech360 promotes the Ann Arbor region as an area of innovation. Offering a week of tech-related events, a2Tech360 creates connections between entrepreneurs, researchers, investors, businesses, educational institutions, nonprofits, job seekers, and the general public to generate discussion, ideas, and new opportunities.

a2Tech360 originated in 2018 as an extension of its Ann Arbor SPARK’s Tech Trek event, as a way to deliver broader programming to spotlight the region’s innovative people and businesses.

A2TECH360 SCHEDULE

FRIDAY, SEPTEMBER 18

FASTTRACK AWARDS

FastTrack is an exciting annual program sponsored by Ann Arbor SPARK, presented by Northstar Bank, recognizing public or private companies with headquarters based in Washtenaw or Livingston Counties, for consistently high business growth. The FastTrack Awards applications will be reviewed by accounting partner, Rehmann.

MONDAY, SEPTEMBER 21

MICHIGAN ANGEL SUMMIT

This annual statewide summit will allow you the opportunity to learn more about angel investing and to connect with other angels helping to grow and diversify Michigan’s economy while growing their own investment portfolios. The Michigan Angel Summit is presented by Ann Arbor SPARK.

INVEST360

Invest360 brings additional depth to a2Tech360 by showcasing a curated group of leading southeast Michigan, early stage companies to top investors. Presented by Ann Arbor SPARK, Invest360 is embedded in the programming of the Michigan Angel Summit, Mobility Summit, and Tech on the Edge. Invest360 leverages our regional strengths in IT, mobility, and healthcare and provides exposure to those companies to the greater investor community.

During each of the three Invest360 healthcare, mobility, and IT sessions, one company will be chosen, by a panel of judges, to receive a \$50,000 check. These three chosen companies will then pitch virtually, the morning of Friday, September 25. A People’s Choice vote will select the foremost Invest360 company who will receive an additional \$50,000. Invest360 is sponsored by Level One Bank.

TUESDAY, SEPTEMBER 22

ANN ARBOR SPARK ANNUAL MEETING

The Ann Arbor SPARK Annual Meeting offers business, government, and academic leaders a unique opportunity to hear about successes in the region over the past year. The Ann Arbor SPARK Annual Meeting also includes the annual board chair awards and as well as a preview new projects and initiatives for the coming year.

Ann Arbor SPARK's annual meeting is sponsored by DTE Foundation, Comcast Business, First Martin Corporation, Bank of Ann Arbor, PNC Bank, Toyota, Yeo & Yeo, Comerica, Consumers Energy, Destination Ann Arbor, ITC Michigan, J.S. Vig Construction, Maurer Management & Properties, Michigan Works! Southeast, NETSCOUT, Rudolph Libbe Group, University of Michigan Credit Union, Russell Video and Wagner Design Associates.

ENTREPRENEUR BOOT CAMP CELEBRATION

Entrepreneur Boot Camp is an intensive program to help early stage entrepreneurs of technology-driven companies quickly determine if they have a viable business opportunity and focus on crucial next steps. Since May, our entrepreneurs have worked tirelessly to validate their business concepts. After countless hours spent developing a business model and finding beta customers, the entrepreneurs are ready to present their progress to the community. Come celebrate the evolution of our current Boot Camp entrepreneurs as they share their journey with you and our illustrious panel.

2030: WHAT THE FUTURE HOLDS

At 2030: What the Future Holds, global thought leaders will discuss trends and revolutionary products in healthcare, IoT, AR/VR, mobility, and other driving industries with a foothold in the region. This event is co-presented by Ann Arbor SPARK and the University of Michigan Office of Tech Transfer.

UNIVERSITY OF MICHIGAN'S CELEBRATE INVENTION

This virtual Celebrate Invention event will honor University of Michigan inventors and recognize the accomplishments of our ever-expanding innovation ecosystem. This event is presented by University of Michigan's Office of Tech Transfer.

WEDNESDAY, SEPTEMBER 23

MOBILITY SUMMIT

The Mobility Summit, presented by Ann Arbor SPARK, brings together industry, government, academics, and others to discuss the future of mobility, with a focus on emerging autonomous mobility and smart city technologies. The summit aims to grow the mobility ecosystem in the Ann Arbor region by fostering participation and encouraging collaboration among attendees. The agenda will include local and national presenters, spotlighting mobility trends.

A2:AI, ANN ARBOR'S APPLIED ARTIFICIAL INTELLIGENCE CONFERENCE

A2.AI is the first conference of its kind in the Ann Arbor area, focusing on how machine learning and applied artificial intelligence enable businesses to make more informed and actionable decisions with their data. This year will be the second annual event.

WOMEN IN TECH

Back for its second year, Women in Tech speakers will discuss their experiences navigating the tech industry and propelling their careers into thought leaders in the field. The speakers will discuss how to build up career experience, maneuver a room of doubters, and discover your personal success story. This program, presented by Ann Arbor SPARK, positions established or climbing women in the tech field to create effective and warranted disruption to their industry by addressing gender bias, pay inequality, and overcoming adversity.

THURSDAY, SEPTEMBER 24

TECH ON THE EDGE

Tech on the Edge, presented by MI-HQ, this virtual life sciences expo showcases the growing biotech businesses in the region. MI-HQ is a 160,000 sq ft wet lab incubator and cooperative entrepreneurial community.

ANN ARBOR ENTREPRENEURS FUND SOCIAL IMPACT PITCH COMPETITION

Startups will pitch their social impact business ideas for a chance to win seed funding, co-working space, and mentoring. The event is presented by the Ann Arbor Entrepreneurs Fund, which enables local entrepreneurs to turn business success into positive community impact.

FRIDAY, SEPTEMBER 25

TECH TALK

Hear from the brilliant minds behind the region's innovative companies, from origin stories to behind-the-scenes accounts of the fascinating technologies being developed here. Tech Talk features TED-style talks by leading innovators. This event is presented by Ann Arbor SPARK.

New this year, Tech Talk will conclude with the Invest360 finale, where a panel of esteemed experts will hear virtual pitches from the three finalist companies chosen during the Michigan Angel Summit, Mobility Summit, and Tech on the Edge. During the event, a People's Choice vote will select the foremost Invest360 company who will receive an additional \$50,000 prize.

TECH TREK





This year's Tech Trek will virtually connect the community to innovation-based businesses in the region. From college students to seasoned professionals, Tech Trek offers something for everyone looking to learn from and engage with the region's world-class tech ecosystem. Crowd-favorite Mobility Row will return to Tech Trek this year with a virtual look at the trends and companies driving in mobility innovation.

Marketing



Marketing Performance Metrics | 19 - 20

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 19 – 20	Compared to Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	281,536	+18%
Video Views 	Video views on multiple platforms to reach wider audiences.	446,773	+93%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	4,123,093	+14%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	162,163	+43%

Software

8.3 Licensed Software. Contractor may obtain licensed software products or services that allows for improved data collection or metric reporting, and/or offer clients improved productivity tools. Contractor shall submit invoices for actual cost to the LDFA on a monthly basis with the annual expense not to exceed a gross amount of \$30,000. Contractor shall report the program or service acquired in the next following quarterly report including the type and purpose. A summary of usage shall be included in the Final Program Progress Report consistent with Article 3.3 of the agreement.

Usage

The software line in our budget was used to support ongoing operations with improvements to data collection and storage infrastructure as detailed below.

1. **Asana:** A web and mobile application to help teams organize, track, and manage their work. (\$410.52)
2. **Clicktools:** Online survey creation and distribution apparatus that automatically inputs responses into our CRM. We use this instrument to conduct the annual survey. (\$1,497.00)
3. **DocuSign:** Document and signature management software to expedite operations. (\$4,820.40)
4. **eBook Subscription:** Designed for organizations trying to learn more about entrepreneurship, sales, marketing, product launch, competitive analysis, and other topics. (\$1,800.00)
5. **Salesforce:** Customer relationship management system used to record and track client relationships. (\$4,683.14)
6. **Sprout Software:** Social media data management platform. (\$594.00)
7. **TrueJob:** The backend to our job portal. (\$5,550.00)
8. **YARooms:** Incubator room reservation software. (\$5,550.00)
9. **Zendesk:** Customer experience tool to help manage the incubators. (\$4,500.00)
10. **Total:** (\$29,405.06)

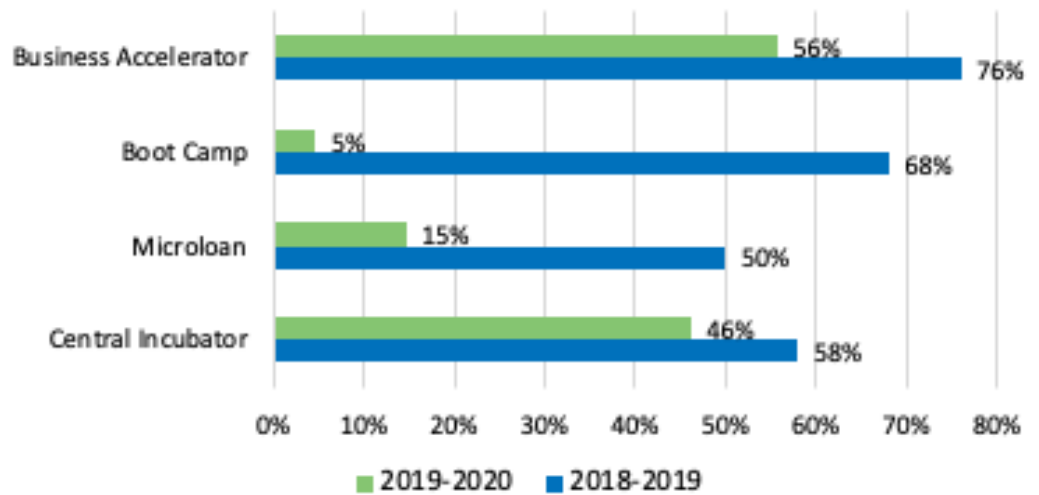
Annual Census

The online survey functions as a way of demonstrating programmatic efficacy. The survey produces evidence of job creation and retention, business activity status, as well as company location by capturing employment data through FTE counts, and updates on basic profile information. In addition, the survey retrieves insightful explanations and comments regarding these topics.

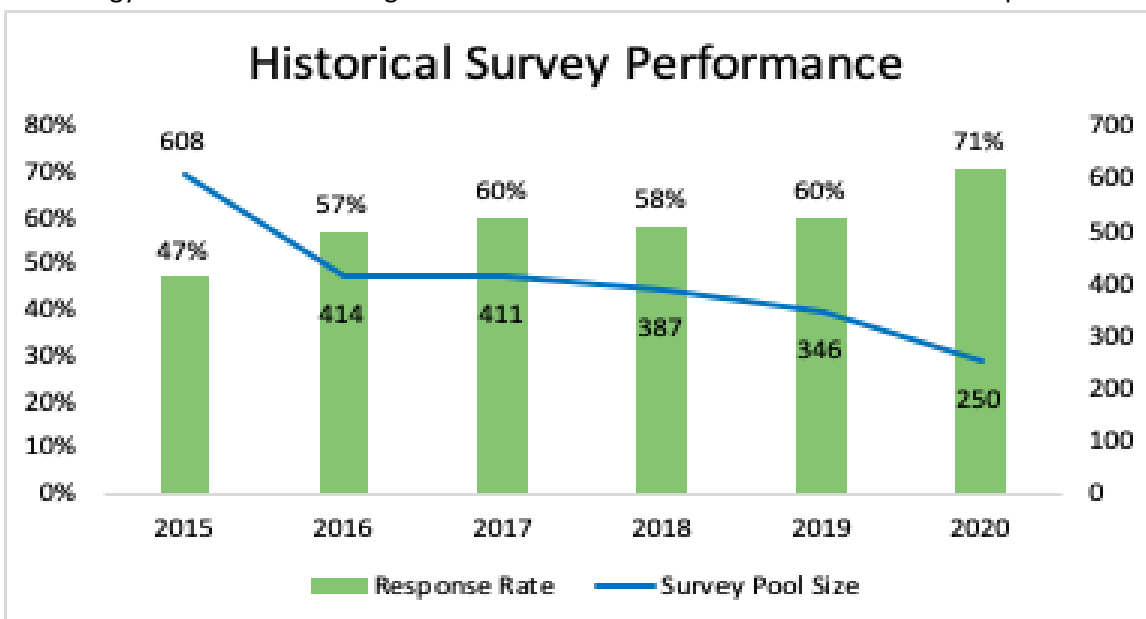
This year, we achieved an overall response rate of 70.8%. This represents an increase of 10.7% from last year, making 2020 our highest recorded response rate to date! The response rate of the three years' prior surveys only varied by 2 percentage points with 59% being the median.

Companies served this year responded at a rate between 5% and 56%, significantly lower than the average response rate from last year's companies served. The companies served over the past five years who accessed LDFA funds or services were targeted for the survey pool. The survey pool has decreased over the years due to dead records being cleaned up and companies that do not fall within the five-year criteria anymore were excluded. A full description of the methodology utilized in conducting the census is included in the next section of this report.

Annual Survey Response Rate by Program



Historical Survey Performance



Census 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 that 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 is captured and input.

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 meets with entrepreneurs, FTE updates are gathered and recorded in the CRM system. Additionally, written documentation is 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. The response rates for each of the four programs 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.

Appendix A: Business Accelerator Companies Served

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s
4519	Platform giving independent application publishers technology for customized native advertising and access to advertisers.	17	34	17	2
6828U	Software for the analysis of genetic data.	5	7	2	0
12146	A medical technology company that creates easy-to-use respiratory therapy device designed for premature newborns.	1	1	0	0
11857U	Platform architecture processor that implements security in hardware.	0	4	4	0
8255	Communications software for business-to-business or business-to-consumer.	2	5	3	6
8778U	Portable oxygen concentration device.	2	1	-1	2
4803U	An intuitive integrated display that retrieves medical data.	0	6	6	0
8434	Instruments for single molecule detection of DNA, RNA, and proteins.	0.5	0.5	0	0
7374	Augmented reality application for immersive digital experiences based on children's books.	5	5	0	3
12128	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.	4	4	0	0
11320	Data analysis functionality for tech products and other digital artifacts.	2	2	0	5
11868	Software that provides expert trained artificial intelligence-assisted colonoscopy interpretation for disease assessment and therapeutic development.	1	1	0	0
8364U	Programming language for Computer Numeric Control manufacturing.	1	0.5	-0.5	2
11172Y	Pharmaceutical to treat NASH and vascular anomalies.	0.5	1	0.5	0
12093	Immuno-isolating capsule that promotes the function of implanted ovarian tissue, protects it from immune rejection, and aims to restore ovarian endocrine function in adolescent girls.	0.5	0.5	0	0
8636Y	Guided meditation and respiratory biofeedback application.	2	2	0	3
11661	Industry 4.0, smart inspection for manufacturing.	1	1	0	0
11350	Autonomous last mile delivery trailer.	0.5	3	2.5	3
11979	A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	1	1	0	0
8832	Accurate security breach detection tool with actionable information for information technology teams to detect and respond to cyber security events.	10	10	0	0
8912Y	Strategic marketing communications agency.	0	1	1	4
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	2	2	0	15
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language, and preferences.	3	3.5	0.5	2

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s
12134U	A personal air purification device to solve the problem of people being unable to live active lives in places with unhealthy air quality.	1	1	0	0
11120U	Cross-MBA trips for students from several universities before their MBA program begins.	0	2	2	1
11628	Marketplace for aircraft sales.	1	1	0	0
11807UY	A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	2	2	0	0
11791U	Addresses disruptive CO ² emissions convert into hydrocarbon fuels.	1	1	0	0
12040	Performance disposable instrument used in cardiac bypass surgery.	1	1	0	0
8834	Month-to-month car subscription with insurance, maintenance, and roadside assistance included.	2.5	2	-0.5	2
8769	Automated legal document generation software.	1	11	10	2
11536	A budgeting application that offers simple budgeting concepts for someone who is a new budgeter or seasoned budgeting veteran.	2	2	0	0
11954	A platform uses progressive web application technology to help pain sufferers navigate a variety of options to better manage pain through self-management and related resources.	4.5	4.5	0	2
11564	A vehicle level modeling software with fully populated vehicle data for any company to use the entire automotive supply chain to develop coherent technologies that are more likely to be adopted by the OEM.	0	1	1	3
12107U	Software and services for patient-specific cardiovascular simulation.	0.5	0.5	0	0
11859	Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	1	2	1	0
10188	Software that integrates patient genetic information into electronic health records.	3	3	0	1
8774	V2X software to make roads and vehicle-to-everything interactions safer.	2	2	0	0
11376U	Analytics-ready data sets from various government departments at the municipal, county, state, and federal levels. Products include map and report-based analytics, as well as web-based dashboards and decision tools.	3	8.5	5.5	3
8293U	Low-cost high-accuracy micro electromechanical system (MEMS) gyroscope for space, aviation, and underwater applications.	0.5	2	1.5	3
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	0	4	4	3
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	1	1	0	0
3965Y	Window products that let air in but keep the rain out.	0.5	1	0.5	1
12770	An online marketplace for unique products and fashion items designed by up and coming artists and celebrities sold with all profits going to local charities.	2	2	0	0

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	1	1	0	3
8419	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	4	4	0	1
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	1	1	0	4
7796U	Mobile game developer.	4	4	0	2
7117U	Data processing algorithms and curated genetic database software as a service.	17.5	17.5	0	2
11252Y	Two wheeled 'series hybrid' for developing markets.	1	1	0	0
11779	Development of machine learning solutions in artificial intelligence for a cost-effective solution for clients.	2	2	0	3
11944	Application showing the most fuel-efficient and fastest route to a desired destination.	2	2	0	2
8457Y	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	0	0.5	0.5	5
11838	Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify, correct, or incorrect form at the point of contact.	1	1	0	0
11540U	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	2	2	0	2
7940Y	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	2	2	0	0
4341	Scheduling and dispatch solutions for rural transit systems.	3	4	1	0
11351	Harness for snow, surf, and land kiting.	2	2	0	1
8366U	Physiological performance data analytics company.	2.5	2.5	0	3
11918	Health management platform connecting patients, providers and caregivers to effectively manage patients with chronic conditions.	2	2	0	2
7336U	Supply chain software.	12	14	2	0
11110U	Web-based software package that allows patients to complete their personal and family history at home.	6	7.5	1.5	1
11324	Human behavior prediction using artificial intelligence.	0	4	4	1
11967Y	Enhance the investment performance of institutional investors through the best execution of securities finance.	1	1	0	1
11590	Increase in-person interaction within the gaming world as well as a marketplace for players to trade surplus.	2	2	0	2
11880Y	In-application music discovery competitions that reward listeners for competing and discovering new music.	0.5	0.5	0	0
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	3	3	0	1

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s
12125	Home health care management application for caregivers.	3	3	0	3
7704U	Computer vision-based phone or tablet-based application for construction workers' safety, ergonomics monitoring, and analysis.	1.5	5	3.5	4
11851	Automates creating and maintaining online knowledge bases, saving time and money by reducing support tasks and reducing customer churn.	1	1	0	0
8380	Secure tele-pathology platform for digital microscopy.	4	4	0	2
4471	Software that optimizes reward program participant behaviors.	6	5	-1	6
7885	Mobile and web-based applications providing on-demand lawn care and snow removal services.	8	8	0	1
12036U	An automated leasing and marketing for any property management firm to book more tours.	1	1	0	1
11635	A one-stop shop where customers can purchase all of their nightlife products in one place.	5	6	1	53
7531UY	Lactation simulation model and a breastfeeding education application.	1	5	4	20
7201	Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	0	0.5	0.5	1
11735U	Live cell imaging using multiple independently controlled modules allowing multiple users at once.	1	1	0	1
8777U	Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	3	4	1	0
6977U	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	2.5	3.5	1	4
8132Y	DNA and bioinformatics analysis and collaboration platform.	3	2	-1	1
7375U	Mobile application for tracking and analyzing pain data.	1.5	1.5	0	3
12098	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	3	3	0	0
11353	Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	1	1	0	3
6835	Combustion cycle and injection technology.	16	21	5	2
11248	Money transfer service.	3	1	-2	3
12258	Development of a novel therapy for the treatment of acute respiratory distress (ARDS) in COVID-19 patients and beyond.	2.5	5	2.5	4
7625U	An enzyme-linked immunosorbent assay (ELISA) used in technology for biological and biomedical research, pharmaceuticals, and clinics.	5	3	-2	5
11563U	Dental mirrors providing clinicians with essential indirect vision of treatment sites in all dental procedures from exams to complex surgeries.	2	1	-1	0

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s
11483	End-to-end e-commerce platform empowering social influencers to take their brand to the next level by creating, marketing, and selling exclusively designed products to enable conversion of their loyal and engaged followers and monetize them into customers.	1	2	1	2
8806	Turnkey passive home entry module.	0	5	5	5
8651	Proprietary chip, camera, and image processing software package, to verify that a tissue sample has enough tissue to make a diagnosis.	4	11	7	6
11562	A national online employment solution for academics seeking research opportunities and labs who need to hire the best talent.	5	5	0	3
11988	Scalable smart camera system that captures all objects in any sports scene, including players and officials from multiple points of view including 3-D motion.	0	1	1	5
7674	Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	1	1	0	4
12866	Transformational workshops, coaching, and other strategies that helps clients challenge conventional thinking to create high performing cultures.	2	2	0	2
11336U	Social-discovery platform allowing people to make informed, confident, and more comfortable crypto-investments.	3	3	0	0
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	1	2.5	1.5	3
12082	A human-safe germicidal light that achieves rapid sanitation without water, soap, or waste.	1	1	0	0
11105	Do-it-yourself financial planning in a digital platform.	0	3	3	3
7815U	Online learning platform for contract lawyers.	1	2	1	3
9936	Disposable oxygenating technology that can be integrated into existing dressings and therapies.	2	3	1	3
7954U	Diagnostic platform which measures a patient's immune function in less than 30 mins from one blood drop.	1	2	1	3
11367	Software for school exit loan counseling guidance process.	1	3	2	5
8919U	Application and computational methods for the analyses of speech to assess and predict mood states in bipolar disorder.	2	2	0	0
11770	A revolutionary way of buying, selling, investing, and managing commercial real estate.	2	3	1	0
11895	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements and collaborate with suppliers in a single platform.	3	3	0	0
11966	Accurately putt using this golf putting aide technology.	2	2	0	0
8609	Quotation Lifecycle Management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	1	2	1	3

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	2	1	-1	2
12190	Makes control data easy and accessible to build predictive economic models.	1	1	0	1
11978U	A data service company that provides analysis and forward-looking recommendations based on existing small restaurants' data through data-driven algorithms.	4	6	2	0
11753	Build and deploy robotic platforms for providing safe and scalable last mile goods delivery in urban areas.	11	11	0	0
11335	Method to evaluate the safety of an autonomous vehicle.	1	1	0	0
4432U	Life science research recruiting software.	9	17.5	8.5	6
8797	Off-the-shelf machine learning applications.	3	20	17	4
7754U	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	5	7	2	3
11708	An automation software company whose algorithm doubles the speed of 3D printers via vibration compensation.	1	1	0	0
11148U	3D print heads for multi-material and high-resolution printed electronics.	1	1	0	0
11312Y	Decentralized cryptocurrency exchange.	1	1	0	0
11616	Improved visual data representation for storage and data curation.	12	13	1	1
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	1	3	2	4
11641	Analyzes organizations against the industry to identify gaps and create an effective communication tool set to inform senior leadership of your organization.	2	2	0	0
233	Treatment for the antibiotic-resistant intestinal disease known as Clostridium Difficile.	1	1	0	0
11985Y	Self-contained, pre-engineered and pre-configured, mobile, solar nanogrids with a variety of solutions inside the nanogrid.	5	5	0	0
2203	Online furniture inventory management that allows targeted retailer interaction.	0	8	8	2
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers.	2	2	0	0
11736U	Implantable porous polymeric disc that accumulates metastatic cancer cells in patients who are in remission.	3	3	0	0
10191U	Wireless link that offers fiber-like speeds for the backhaul and last-mile connection in the network.	2	2	0	0
8189	UAVs to detect methane at solid waste landfills.	7	6	-1	3
11541	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	1	2	1	4
12090U	A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication.	1	1	0	0

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s
11399	Non-thermal plasma devices that prevent airborne transmission of infectious diseases to and from livestock.	3	3	0	0
8591	Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention, and active shooter preparedness.	1	1	0	2
12119	Cybersecurity software.	5	5	0	0
8143	Secure vehicle data harvesting product.	6	1	-5	0
8794	Software application that guides home buyers by making the transaction steps transparent to all parties.	0.5	5	4.5	0
11943	UVC light and ozone treatment laundry unit and hands.	1	1	0	0
11737U	Pharmaceutical material and genetic analysis technology.	0.5	0.5	0	0
7194	Transporting supplies for rural healthcare via UAV.	10	3	-7	6
11831Y	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	1	1	0	0
11977U	Interactive headphones that allow the user to unlock or send macros to their devices.	1	1	0	0
8543U	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	10	8	-2	2
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.	1	1	0	0
11862U	A mobile application delivering cognitive behavioral therapy to the hands of the people who need it most.	4	4	0	0
11147	Autonomous drone designed to find a person overboard and to let them know that help is coming.	1.5	1.5	0	2
11850	A cloud based robo-advisory platform for commodity hedging.	1	2	1	2
11606Y	An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	2	3.5	1.5	1
Total 148 Companies		393.5	532	138.5	316

Appendix B: Entrepreneur Boot Camp Companies Served

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s
12130	Streamline underwriter's evaluation processing loans.	1	1	0	0
11857U	Platform architecture processor that implements security in hardware.	4	4	0	0
12059	Software innovation connecting engineering tasks and data.	1	1	0	0
11979	A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	1	1	0	0
12091	Generate statistics and innovative analytics methods that improve customers' chances at wins in professional sports.	0.5	0.5	0	0
11859	Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	1.5	2	0.5	0
11723	A vibrating seat belt strap designed to prevent people from falling asleep while driving.	3	3	0	1
11848U	A high-torque, high-efficiency continuously variable transmission (CVT) with mechanical drive.	0.5	0.5	0	0
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	1	1	0	0
11672Y	Reduce childhood obesity by developing a classroom fitness application.	1	1	0	1
11838	Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify, correct or incorrect form at the point of contact.	1	1	0	0
11740	Augmented reality-based tool for training and teaching clinical research to medical students, physician-in-training and trained physicians.	1	1	0	0
11849Y	Warning system to alert vehicles about motorcycles nearby.	1	1	0	0
11858	Free online budgeting tool, designed to show if your ahead of, or behind, your purchasing plan at a glance.	1	1	0	0
12036U	An automated leasing and marketing for any property management firm to book more tours.	1	1	0	1
11248	Money transfer service.	1	1	0	3
11770	A revolutionary way of buying, selling, investing and managing commercial real estate.	3	3	0	0
11978U	A data service company that provides analysis and forward-looking recommendations based on existing small restaurants' data through data-driven algorithms.	4	6	2	0
11865	Advertising technology platform that makes local advertising faster, less expensive and more accountable.	3	3	0	0
11864	Mobile application that allows constituents to contact their local, state and federal public officials.	1	1	0	0
11731	Technology platform for college advisors planning out academic portfolios.	1	1	0	0

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s
11862U	A mobile application delivering cognitive behavioral therapy to the hands of the people who need it most.	5	4	-1	0
Total 23 Companies		37.5	39	1.5	6

Appendix C: Incubator Companies Served

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s	Incubator Desks
11701	Mobile application for autonomous vehicles and pedestrians to help avoid collisions.	1	1	0	0	0
4519	Platform giving independent app publishers technology for customized native advertising and access to advertisers.	18	34	16	2	15
12146	A medical technology company that creates easy-to-use respiratory therapy device designed for premature newborns.	1	1	0	0	0
11601Y	LIDAR sensor for autonomous vehicles.	3	3	0	0	0
8255Y	Communications software for business-to-business or business-to-consumer.	3	5	2	6	1
8778U	Portable oxygen concentration device.	1	1	0	2	0
4803U	An intuitive integrated display that retrieves medical data.	6	6	0	0	5
12128	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.	4	4	0	0	0
8364U	Programming language for computer numeric control manufacturing.	1	0.5	-0.5	2	0
8636Y	Guided meditation and respiratory biofeedback application.	2	2	0	3	1
11661	Industry 4.0, smart inspection for manufacturing.	1	1	0	0	1
8631	Productizing marketing growth tools.	1	2	1	0	3
8912Y	Strategic marketing communications agency.	1	1	0	4	3
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	2	2	0	15	0
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language and preferences.	3	3.5	0.5	2	0
11807UY	A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	2	2	0	0	0
8116	Social media listening and analysis software utilizing machine learning.	9	9	0	0	8
11164	Low cost capnography device with continuous remote-monitoring capabilities to improve outcomes and lower the cost of care for cardio-respiratory patients.	5	5	0	2	0
12040	Performance disposable instrument used in cardiac bypass surgery.	2	1	-1	0	0

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s	Incubator Desks
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	1	1	0	2	0
8769	Automated legal document generation software.	1	11	10	2	0
12250	Subscription-based charging solution for electric vehicles.	2	2	0	0	0
11954	A platform uses progressive web application technology to help pain sufferers navigate a variety of options to better manage pain through self-management and related resources.	3	4.5	1.5	2	0
9978	End-to-end product development firm.	3	3	0	0	0
11662	Automation and custom panel build industry.	35	35	0	0	1
8588	An investment vehicle to purchase a small business.	1	1	0	0	1
11905Y	An algorithm engine and platform that provides organizations with the ability to scale and commercialize their algorithms while protecting their intellectual property.	1	1	0	9	1
11723Y	A vibrating seat belt strap designed to prevent people from falling asleep while driving.	2	3	1	1	2
11376U	Analytics-ready data sets from various government departments at the municipal, county, state, and federal levels. Products include map and report-based analytics, as well as web-based dashboards and decision tools.	6	8.5	2.5	3	6
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	1	1	0	3	1
8419	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	5	4	-1	1	3
8050	Employee engagement SaaS application.	8	12	4	0	5
11672Y	Reduce childhood obesity by developing a classroom fitness application.	0.5	1	0.5	1	0
11252Y	Two wheeled 'series hybrid' for developing markets.	6	1	-5	0	0
8457Y	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	1.5	0.5	-1	5	0
11838	Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify, correct, or incorrect form at the point of contact.	1	1	0	0	0
11540U	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	2	2	0	2	0
7940Y	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	3	2	-1	0	3
8366UY	Physiological performance data analytics company.	3	2.5	-0.5	3	0
11918	Health management platform connecting patients, providers and caregivers to effectively manage patients with chronic conditions.	2	2	0	2	0
7336U	Supply chain software.	12	14	2	0	3
11324	Human behavior prediction using artificial intelligence.	3.5	4	0.5	1	1

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s	Incubator Desks
11967Y	Enhance the investment performance of institutional investors through the best execution of securities finance.	1	1	0	1	0
11880Y	In-application music discovery competitions that reward listeners for competing and discovering new music.	0.5	0.5	0	0	0
8206	Personality testing insights for kids aged seven through 13.	4	4	0	1	0
1782Y	Laser imaging systems integrator, for combustion diagnostics, materials and spectroscopic analysis.	6	7	1	3	7
11635	A one-stop shop where customers can purchase all of their nightlife products in one place.	1	6	5	53	1
7531UY	Lactation simulation model and a breastfeeding education application.	5	5	0	20	0
11900	MetTech intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	2	3	1	0	0
2028	Book and videos teaching Chinese to English speaking children.	2.5	1	-1.5	0	0
8789	Digital health platform that assists patients in navigating through the complex processes before and after surgery.	2	1	-1	0	0
6977UY	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	1.5	3.5	2	4	0
8230	Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.	3	3	0	0	3
8132Y	DNA and bioinformatics analysis and collaboration platform.	3	2	-1	1	0
5634U	Multi-sided reviews platform that allows users and restaurants to discover and engage each-other.	3	2	-1	1	2
6835	Combustion cycle and injection technology.	0	21	21	2	16
11953Y	Test technology for color measurement in paint for quality control.	1	1	0	1	1
11483	End-to-end e-commerce platform empowering social influencers to take their brand to the next level by creating, marketing and selling exclusively designed products to enable conversion of their loyal and engaged followers and monetize them into customers.	1	2	1	2	0
8359	Device identification technology to help the digital display advertising more effectively target audiences.	9	5	-4	4	2
8806	Turnkey passive home entry module.	5	5	0	5	3
11738Y	Protects the shipment of business-to-business parcels via its IoT-enabled, reusable, traceable, and secure packaging solution.	3	3	0	1	0
6407	Home care assistant services for household duties to light non-medical personal care applicants.	1	1	0	0	0
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	1	2.5	1.5	3	0

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s	Incubator Desks
7815U	Online learning platform for contract lawyers.	1	2	1	3	0
11770Y	A revolutionary way of buying, selling, investing, and managing commercial real estate.	3	3	0	0	0
11895	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements, and collaborate with suppliers in a single platform.	2.5	3	0.5	0	0
11966	Accurately putt using this golf putting aide technology.	2	2	0	0	0
12190	Makes control data easy and accessible to build predictive economic models.	1	1	0	1	0
5604Y	Online language learning platform.	1	1	0	6	1
11335	Method to evaluate the safety of an autonomous vehicle.	1	1	0	0	0
8797	Off-the-shelf machine learning applications.	7.5	20	12.5	4	10
7754U	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	4.5	7	2.5	3	1
11312Y	Decentralized cryptocurrency exchange.	1	1	0	0	0
11212Y	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2	3	1	4	2
12179	Allows enterprises to move data around with complex rules and engineers.	2	2	0	0	0
8776U	Custom computing solutions for genomics applications.	5.5	5.5	0	0	1
11865	Advertising technology platform that makes local advertising faster, less expensive and more accountable.	3	3	0	0	1
11985Y	Self-contained, pre-engineered and pre-configured, mobile, solar nanogrids with a variety of solutions inside the nanogrid.	5	5	0	0	0
2203	Online furniture inventory management that allows targeted retailer interaction.	8	8	0	2	8
8627	TIE angel group.	1	1	0	6	0
8189	UAVs to detect methane at solid waste landfills.	2	6	4	3	1
11541	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	1	2	1	4	0
11308	Electronic platform to deliver communication skills.	0	1	1	0	0
12090U	A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication.	1	1	0	0	0
12070	An automotive clean-technology company from Finland that designs, manufactures, and sells technology that enables the use of biofuel in gasoline and hybrid vehicles and other machinery.	1	1	0	0	0
11866Y	Platform that makes it easy to create and deploy web applications at scale.	1	1	0	0	1

Uniq ID	Company Description	Retained FTEs	Current FTEs	New FTEs	1099s	Incubator Desks
11864	Mobile application that allows constituents to contact their local, state, and federal public officials.	1	1	0	0	1
8143	Secure vehicle data harvesting product.	4	1	-3	0	1
11831Y	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	1	1	0	0	0
11977U	Interactive headphones that allow the user to unlock or send macros to their devices.	1	1	0	0	1
8603	Runner acquisition platform for race organizers.	2	2	0	2	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.	1	1	0	0	0
11373	Software development studio with a focus on digital games, entertainment, and tools.	1	1	0	6	1
11850	A cloud based robo-advisory platform for commodity hedging.	0	2	2	2	0
11606Y	An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	2	3.5	1.5	1	0
Total 95 Companies		295	374.5	79.5	224	130

Appendix D: Strategic Marketing and Communication Services

Uniq ID	Service Provided
2203	Marketing Needs Assessment, Content Review and Edits, Content Development, Strategic Marketing Session, Marketing Resources and Educational Materials, and Marketing Referral.
4803	Content Development, Content Review and Edits, Marketing Needs Assessment, Marketing Referral, and Strategic Marketing Session.
6828	Marketing Needs Assessment, Strategic Marketing Session, Marketing Resources and Educational Materials, and Content Review and Edits
6977	Marketing Needs Assessment, Strategic Marketing Session, Content Development, Marketing Resources and Educational Materials, Content Review and Edits, Internal Account Collaboration, and Marketing Referral.
7531	Marketing Needs Assessment, Strategic Marketing Session, Marketing Resources & Educational Materials, Content Development, Internal Account Collaboration, Marketing Referral, and Content Review and Edits.
7674	Marketing Needs Assessment.
7772	Marketing Needs Assessment and Strategic Marketing Session.
7940	Marketing Needs Assessment and Marketing Referral.
8209	Marketing Referral.
8230	Marketing Needs Assessment and Strategic Marketing Session.
8255	Marketing Needs Assessment, Content Review and Edits, and Strategic Marketing Session.

Uniq ID	Service Provided
8393	Marketing Needs Assessment, Strategic Marketing Session, Content Review and Edits, Content Development, Marketing Resources and Educational Materials, and Marketing Referral.
8457	Marketing Needs Assessment, Internal Account Collaboration, and Strategic Marketing Session.
8521	Marketing Referral, Strategic Marketing Session
8636	Marketing Needs Assessment, Marketing Resources and Educational Materials, Marketing Referral, Strategic Marketing Session, Content Review and Edits,
8658	Marketing Needs Assessment and Strategic Marketing Session.
8769	Marketing Needs Assessment, Strategic Marketing Session, Marketing Resources and Educational Materials, and Content Review and Edits.
8797	Marketing Needs Assessment and Marketing Referral
8806	Marketing Needs Assessment, Content Review and Edits, Marketing Referral, Strategic Marketing Session, Marketing Resources and Educational Materials.
8862	Marketing Needs Assessment, Strategic Marketing Session, and Content Review and Edits.
11172	Marketing Needs Assessment, Strategic Marketing Session, and Marketing Referral.
11212	Marketing Needs Assessment, Strategic Marketing Session, Internal Account Collaboration, and Content Development.
11248	Marketing Needs Assessment and Strategic Marketing Session.
11351	Marketing Needs Assessment, Content Development, Content Review and Edits, Strategic Marketing Session, and Marketing Referral.
11606	Marketing Needs Assessment, Strategic Marketing Session, Marketing Referral, Internal Account Collaboration
11635	Marketing Needs Assessment
11753	Marketing Needs Assessment
11770	Marketing Needs Assessment, Content Development, and Marketing Resources and Educational Materials.
11779	Strategic Marketing Session, Marketing Needs Assessment, and Marketing Resources and Educational Materials.
11791	Strategic Marketing Session
11851	Marketing Needs Assessment, Marketing Referral, and Strategic Marketing Session.
11859	Marketing Needs Assessment
11864	Marketing Needs Assessment, Content Review and Edits, and Strategic Marketing Session.
11895	Marketing Needs Assessment, Marketing Referral, Strategic Marketing Session, and Internal Account Collaboration.
11900	Marketing Needs Assessment, Marketing Referral
11918	Content Review and Edits, Marketing Needs Assessment, Strategic Marketing Session
11943	Marketing Needs Assessment, Strategic Marketing Session, Content Development, Content Review and Edits, and Internal Account Collaboration.
11944	Marketing Needs Assessment, Strategic Marketing Session, Marketing Resources and Educational Materials, Internal Account Collaboration, Marketing Referral, and Content Review and Edits.
11979	Marketing Needs Assessment, Marketing Referral, and Strategic Marketing Session.
11985	Marketing Needs Assessment, Strategic Marketing Session, Marketing Referral, and Internal Account Collaboration.
12036	Strategic Marketing Session, Content Development, and Marketing Resources and Educational Materials.
12082	Marketing Needs Assessment, Strategic Marketing Session, Content Review and Edits, and Content Development.

Uniq ID	Service Provided
12098	Marketing Needs Assessment, Content Development, Content Review and Edits, Internal Account Collaboration, Marketing Referral, and Strategic Marketing Session.
12128	Marketing Needs Assessment, Marketing Referral
12763	Marketing Needs Assessment, Marketing Referral
Total 45 Companies	

Appendix E: Microloan Program

The table below lists all companies that received a Microloan from the start of the program through June 30, 2020. The Microloan program was discontinued as of June 30, 2017, and we are only monitoring portfolio returns this year.

Out of the 42 companies that have received a microloan, 26 are now out of business. Of the 42 companies, only 8 responded to the annual survey including one out of business resulting in a 19% response rate.

Number of loans currently outstanding:	9
Current total loan amount outstanding	\$423,767.00
Loan amounts repaid this fiscal year	\$9,002.12
Loans written off this fiscal year	\$89,230.00
Cumulative Jobs retained	97
Cumulative net Jobs created	37
Payment made back to LDFA this fiscal year	\$9,002.12
Current balance of the microloan account	\$10,000

Appendix F: Tables

F:1 Annual Served Metrics

FY 2019-2020 LDFA	Companies Served	Retained FTE	Current FTE	New FTE	Average
City of Ann Arbor	136	358.5	515	156.5	1.15
City of Ypsilanti	24	36	50.5	14.5	
Out of Service Area	10	67	72	5	
Business Closed	16	25			
No Legal Entity	5	7	7	0	In Business
Total	191	493.5	658.5	176	175
			Net	151	92%

F:2 Cumulative Served Metrics

FY 2015-2020 LFDA	Companies Served	Retained FTE	Current FTE	New FTE	In Business
City of Ann Arbor	235	517.5	1164	646.5	346
City of Ypsilanti	25	34	55.5	21.5	81%
Out of Service Area	77	303	776	473	
Business Closed	82	169			
No Legal Entity	9	19	26.5	7.5	
Total	428	1042.5	2022	1148.5	
			Net	979.5	

Appendix G: XR Initiative Internship Program Testimonials

Amber Renton

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Do you think the program should continue, and why?

I definitely think the program should continue! No doubts about that. It made for a really great gateway into real world experiences, especially because I (and I believe one other student!) was a sophomore, and companies generally avoid hiring / providing internships to sophomores. It was a great way to get my foot in the door early, and I think it was ultimately a fantastic addition to my pool of experience. I would definitely encourage anyone even remotely interested to give it a whirl, and I have recommended the program to a couple people in the past!

What would you change to improve the program?

Hmm, in my opinion things could probably stay largely the same. I know the program was pretty heavily impacted by COVID, but having more of those brief meetings once a month to check in with the other interns and the people at SPARK might have been beneficial / fostered a small community (although I think this is definitely less of a necessity and more of just a nice possible addition). The slack was pretty quiet, and I think most people ended up not checking it very often. I think the base of the program is completely solid, just the additive component of communication between interns/SPARK could really benefit the program!

Did you find the program to be a worthwhile spend of 10-20 hours weekly?

Absolutely! It definitely made for a busy semester to be invested in a part time internship while also being a full-time student, but I would do it all over again. Besides from all that I learned (which I'll elaborate on in one of the later questions), I got to work in a really close environment with a lot of inspiring and warm people, and I really felt like I was able to help them in a valuable way.

Were you able to invest that amount of time consistently? Did your hours fluctuate week-to-week?

I did! One of the first things we did on my first day was set a weekly schedule for when I'd go into the office and put in my hours. I worked 4 hours on Tuesdays, 4 hours on Thursdays, and 8 hours on Fridays for a total of 16 hours a week. My work schedule always stayed the same, even after the switch to remote due to COVID.

Did you feel you were able to have impact on the startup and its products?

Yes! A lot of my art made it into releases of their product, and I was consistently given meaningful work to do. I went into the internship without a lot of Unity or C# experience, but as I learned through the semester, I was able to contribute more and more code to the startup, which also made it into several releases of their product.

Did you learn much, or was it too few hours to get much out of it personally?

I learned so much, and I cannot emphasize that enough. I went into the internship with a very slight knowledge of Unity and C# and came out of it feeling a lot more competent. Just being able to see the code and designs created by much more experienced game development felt like a lesson. We would also do code reviews and explaining my thought processes (and hearing those of others) helped me really think through my decisions. Getting that hands-on experience was probably one of the most effective ways I've ever learned anything.

George Castle

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Do you think the program should continue, and why?

I definitely think that the program should continue. Pairing up student talent with local XR groups is a great idea that helps the XR groups get the talent they need and also grants students the opportunity to continue their professional development beyond anything that the university itself offers.

What would you change to improve the program?

As for what I would change about the XR internship program, it would be nice to have the option to apply directly to the various companies and directly for the positions they're looking for so that I could tailor my responses and my resume for the job, and also so that I knew what I was getting into beforehand. If that'd be too much effort on the companies end though, at least having a list of available internships would be good.

Did you find the program to be a worthwhile spend of 10-20 hours weekly?

I definitely found it to be worthwhile spending 10-20 hours per week. While participating in the studio and wsoft in general on top of an internship and classes was a bit stressful at times, it was more than worth the skills and connections I made, and the insight I got into running a small business, and also how smaller development teams work.

Were you able to invest that amount of time consistently? Did your hours fluctuate week-to-week?

My hours were rather consistent, only ever fluctuating for exams or other big due dates in my schoolwork, and if any conflicts did arise, I was able to make up the missed hours the next week / on a later day in the week, so it didn't matter much.

Did you feel you were able to have impact on the startup and its products?

I definitely felt that my work had an impact at Spellbound, more so than it would have at larger companies. I was welcome to and often did give input on any systems or designs, and the code and assets that I created were featured prominently in the project we were working on.

Did you learn much, or was it too few hours to get much out of it personally?

I did learn a lot. In general, I learnt a lot about how startups function, what the workplace is like, and what game development looks like in a paid / professional environment. As for technical skills, I learned lots about augmented reality solutions, deploying to mobile devices, and working with a smaller team (as compared to something like the wsoft studio).

Maxwell Perraut

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Do you think the program should continue, and why?

I found the experience to be really valuable. I think any experience working in a software team on a real product is great for students.

What would you change to improve the program?

I learned a lot for the time that I worked. The one primary complaint I'd have is the lighter workload. Maybe for the next round, advise the participating start-ups to make sure they have an open-ended project or a decent backlog of tasks so there's never a scarcity of work for the interns. I see a common pattern that UMich CS students can jump in and get their hands dirty quicker than the average student, so make sure the start-ups are ready for that. (The other day my manager at Roblox said that I and another new hire from UMich got up and running quicker than he expected., which corroborates what some of my professors had said.)

Did you find the program to be a worthwhile spend of 10-20 hours weekly?

In terms of workload, I felt it was generally on the lighter side. I think that BrandXR did not have a robust enough organization to give me as much work as I could have done, and of course I was not familiar enough with the code to seek out my own tasks.

Did you feel you were able to have impact on the startup and its products?

From the start I was given real tasks and opportunity to actually impact the product, Derrick, my manager, did a great job of on-boarding me and giving me more complex tasks as I ramped up.

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.