

First Quarter 2017-2018

\$404K
Support
for
companies



119
Companies
Served



13
Companies
Created



182
jobs created

509
current FTEs

Jobs



798
Event
Attendees



**Funds
Raised**
\$17.8 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, 2017 – September 30, 2017

Business Accelerator Intake – Phase I



Companies Created

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

Uniq ID	Company Description
8364	Programming language for Computer Numeric Control manufacturing.
8521	A SaaS platform enabling healthcare providers to better understand their potential patients' decision patterns, language and preferences.
8514	Vulnerability assessment app easily guides you through the security assessment process.
8534	New chemical entity to treat metabolic syndrome and Type II diabetes.
8522	Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.
8393	B2B marketplace where businesses can easily find quality IT professionals.
8436	Two-sided mobile platform that connects travelers with trusted locals, matching travel interests and personalities.
8599	Waste treatment solution that converts organic solids into a sustainable insect-based protein for use in animal feeds.
8341	Developer of high-reliability and high-safety autonomous vehicle fleets for enterprise customers.
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.
8520	Makeup that is custom-designed for women of medium skin tones.
8574	Specialized disposable toothbrush for people living with motion disorders.
8437	Wellness rewards network that connects people with local businesses to drive healthy change and cut single-use waste.
13 Companies	

Work Accomplished

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

Uniq ID	Company Description	FTEs	Billed Support
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	2	\$2,000
8422	A new process to manufacturing custom orthotic devices by connecting orthotists with 3D printing through the cloud.	1	\$2,000
Totals (2 Companies)		3	\$4,000

The following companies received Business Acceleration Grant support

Company Description	Project Description	FTEs	Billed Support
Uniq ID: 2203 (1 record)		10	\$4,000
Online clothing inventory management that allows targeted retailer interaction.	Improve the scaling plan and establish the processes for delivery for clients that are 10-100x the size of initial client.	10	\$4,000
Uniq ID: 3151 (1 record)		2	\$410
Wireless sensing, analysis, and optimization of residential and commercial electricity use.	Patentability analysis and domestic utility patent application.	2	\$410
Uniq ID: 4432 (6 records)		4	\$2,985
Life science research recruiting software.	International trademark registration.	4	\$789
Life science research recruiting software.	Design marketing materials: Brochures, flyers, posters, online ads.	4	\$1,125
Life science research recruiting software.	Trademark registration.	4	\$159
Life science research recruiting software.	Trademark registration.	4	\$159
Life science research recruiting software.	International trademark registration.	4	\$450
Life science research recruiting software.	International trademark registration.	4	\$304
Uniq ID: 4821 (2 records)		1.5	\$8,000
Medical imaging platform for ophthalmologists.	v1.0 Software development for iOS app and port to Android	1.5	\$5,000
Medical imaging platform for ophthalmologists.	Develop retail and facility facing interface.	1.5	\$3,000

Company Description	Project Description	FTEs	Billed Support
Uniq ID: 6285 (1 record)		13	\$10,000
Autonomous aerial vehicle software.	New market discovery and analysis.	13	\$10,000
Uniq ID: 6545 (3 records)		2	\$1,003
Software platform applies predictive analytics to strategic decisions regarding IP management.	IP protection, corporate conversion, initial commercial agreements.	2	\$523
Software platform applies predictive analytics to strategic decisions regarding IP management.	IP protection, corporate conversion, initial commercial agreements.	2	\$313
Software platform applies predictive analytics to strategic decisions regarding IP management.	IP protection, corporate conversion, initial commercial agreements.	2	\$168
Uniq ID: 7201 (3 records)		0.5	\$1,820
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	BAAs, NDAs, formation work, updates for team members, preparation of documents in support of partnerships with other organizations, contract development for company to use in the sales processes.	0.5	\$1,213
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	BAAs, NDAs, formation work, updates for team members, preparation of documents in support of partnerships with other organizations, contract development for company to use in the sales processes.	0.5	\$517
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	BAAs, NDAs, formation work, updates for team members, preparation of documents in support of partnerships with other organizations, contract development for company to use in the sales processes.	0.5	\$90
Uniq ID: 7202 (3 records)		2	\$4,277
Sports fandom competition, tracking, and social media integration smart phone app.	Updated convertible note documents, employee incentive grants document.	2	\$816
Sports fandom competition, tracking, and social media integration smart phone app.	Enhance functionality of app.	2	\$244
Sports fandom competition, tracking, and social media integration smart phone app.	Enhance functionality of app.	2	\$3,218
Uniq ID: 7362 (2 records)		2	\$4,942
Digital content marketplace and book sourced content provider.	Marketing automation.	2	\$1,863
Digital content marketplace and book sourced content provider.	Marketing automation.	2	\$3,079

Company Description	Project Description	FTEs	Billed Support
Uniq ID: 7374 (1 record)		1	\$945
Augmented reality app for immersive digital experiences based on children's books.	Models and animations for sales content.	1	\$945
Uniq ID: 7674 (1 record)		1	\$865
Platform of sensors, software, and analytics that will harvest key data from manufacturing machines, processes, and people, and translate it to actionable intelligence.	Research patent activity and file provisional.	1	\$865
Uniq ID: 7754 (1 record)		2.5	\$75
Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	Offer letter for non-technical/management employees.	2.5	\$75
Uniq ID: 7772 (4 records)		4	\$18,610
Cloud computing that runs parallel libraries resulting in large speedup.	Strategical planning, customer acquisition strategy, and marketing.	4	\$6,850
Cloud computing that runs parallel libraries resulting in large speedup.	Negotiate license from the university, set up the legal structure and corporate documents, review and prepare beta customer agreement, NDAs, consulting agreements, and employment agreement for equity issuances.	4	\$5,010
Cloud computing that runs parallel libraries resulting in large speedup.	Key business development tasks. Value proposition, business plan, revenue model, and go-to-market model development. Support investor meetings as they come up. Develop IP strategy.	4	\$1,350
Cloud computing that runs parallel libraries resulting in large speedup.	Strategical planning, customer acquisition strategy, and marketing.	4	\$5,400
Uniq ID: 7885 (4 records)		13	\$23,753
Mobile and web based applications providing on-demand lawn care and snow removal services.	Digital marketing strategy and launch.	13	\$5,934
Mobile and web based applications providing on-demand lawn care and snow removal services.	Digital marketing strategy and launch.	13	\$8,498
Mobile and web based applications providing on-demand lawn care and snow removal services.	Digital marketing strategy and launch.	13	\$4,074
Mobile and web based applications providing on-demand lawn care and snow removal services.	Digital marketing strategy and launch.	13	\$5,247
Uniq ID: 7888 (1 record)		5.5	\$6,825

Company Description	Project Description	FTEs	Billed Support
Device that clips onto strength training equipment, capturing and interpreting strength training data in real-time.	PCB redesign.	5.5	\$6,825
Uniq ID: 7927 (1 record)		2	\$2,916
Mobile platform for connecting people with the same chronic conditions.	License of technology to a third party.	2	\$2,916
Uniq ID: 7938 (7 records)		2.5	\$10,550
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Develop marketing materials, brand identity, and sales collateral.	2.5	\$3,465
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Sales and business strategy consulting.	2.5	\$2,000
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Trademark registration.	2.5	\$740
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Sales and business strategy consulting.	2.5	\$2,000
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Single user license agreement and referral partner agreement for sales contractors.	2.5	\$105
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Single user license agreement and referral partner agreement for sales contractors.	2.5	\$240
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Sales and business strategy consulting.	2.5	\$2,000
Uniq ID: 7940 (3 records)		3	\$3,600
Engine technology that uses a helical drive to convert the linear motion of a piston into rotary motion.	Executive summary, financial model/proformas, pitch deck, and capitalization plan regarding actions and options in raising funds.	3	\$1,645
Engine technology that uses a helical drive to convert the linear motion of a piston into rotary motion.	Executive summary, financial model/proformas, pitch deck, and capitalization plan regarding actions and options in raising funds.	3	\$930
Engine technology that uses a helical drive to convert the linear motion of a piston into rotary motion.	Executive summary, financial model/proformas, pitch deck, and capitalization plan regarding actions and options in raising funds.	3	\$1,025
Uniq ID: 7975 (1 record)		3	\$4,000
Smartphone case with built-in wireless earbuds and 80% extra battery life.	US non-provisional patent filing and PCT worldwide patent filing.	3	\$4,000
Uniq ID: 8028 (3 records)		2	\$840

Company Description	Project Description	FTEs	Billed Support
Online platform for festivals, vendors, and attendees to share data and ideas.	Pricing model and marketing strategy.	2	\$400
Online platform for festivals, vendors, and attendees to share data and ideas.	Contractor agreement.	2	\$340
Online platform for festivals, vendors, and attendees to share data and ideas.	Pricing model and marketing strategy.	2	\$100
Uniq ID: 8054 (2 records)		1	\$1,593
Synthetic nanodisks that improve vaccine performance.	Corporate formation package.	1	\$813
Synthetic nanodisks that improve vaccine performance.	Corporate formation package.	1	\$780
Uniq ID: 8132 (1 record)		1.5	\$1,564
DNA/bioinformatics analysis and collaboration platform.	Software license agreement creation, terms and conditions creation, and IP protection.	1.5	\$1,564
Uniq ID: 8196 (1 record)		1.5	\$873
Website that tracks homework and practice tests for people who are preparing for the LSAT.	Corporate formation package and employer agreements.	1.5	\$873
Uniq ID: 8205 (1 record)		2	\$675
Quantitative, non-invasive digital knee assessment tool that improves the accuracy of traditional subjective tests.	Code review, creating a more user-friendly interface, and optimizing encryption and data transfer.	2	\$675
Uniq ID: 8206 (6 records)		1	\$8,304
Personality testing insights for kids aged 7-13.	Update website to support conversion of customers from upcoming pilot, marketing and partner programs.	1	\$1,020
Personality testing insights for kids aged 7-13.	Update website to support conversion of customers from upcoming pilot, marketing and partner programs.	1	\$3,000
Personality testing insights for kids aged 7-13.	Update website to support conversion of customers from upcoming pilot, marketing and partner programs.	1	\$1,054
Personality testing insights for kids aged 7-13.	Update website to support conversion of customers from upcoming pilot, marketing and partner programs.	1	\$1,020
Personality testing insights for kids aged 7-13.	Update website to support conversion of customers from upcoming pilot, marketing and partner programs.	1	\$1,156
Personality testing insights for kids aged 7-13.	Update website to support conversion of customers from upcoming pilot, marketing and partner programs.	1	\$1,054
Uniq ID: 8209 (9 records)		4.5	\$32,343

Company Description	Project Description	FTEs	Billed Support
Crowd-gifting platform designed specifically for Latin Americans and their families.	Financial modeling and investor document development.	4.5	\$1,625
Crowd-gifting platform designed specifically for Latin Americans and their families.	Ad campaign management.	4.5	\$271
Crowd-gifting platform designed specifically for Latin Americans and their families.	Ad campaign management.	4.5	\$289
Crowd-gifting platform designed specifically for Latin Americans and their families.	LCC to C-Corp, investment paperwork council, Terms of Use/ Privacy Policy.	4.5	\$5,282
Crowd-gifting platform designed specifically for Latin Americans and their families.	LCC to C-Corp, investment paperwork council, Terms of Use/ Privacy Policy.	4.5	\$1,003
Crowd-gifting platform designed specifically for Latin Americans and their families.	UX Design.	4.5	\$17,639
Crowd-gifting platform designed specifically for Latin Americans and their families.	LCC to C-Corp, investment paperwork council, Terms of Use/ Privacy Policy.	4.5	\$4,490
Crowd-gifting platform designed specifically for Latin Americans and their families.	Ad campaign management.	4.5	\$350
Crowd-gifting platform designed specifically for Latin Americans and their families.	Trademarks.	4.5	\$1,395
Uniq ID: 8228 (8 records)		1	\$5,000
Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.	High tech anthropology to assess prototype.	1	\$243
Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.	High tech anthropology to assess prototype.	1	\$50
Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.	High tech anthropology to assess prototype.	1	\$50
Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.	High tech anthropology to assess prototype.	1	\$457
Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.	High tech anthropology to assess prototype.	1	\$850
Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.	High tech anthropology to assess prototype.	1	\$125
Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.	High tech anthropology to assess prototype.	1	\$2,925
Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.	High tech anthropology to assess prototype.	1	\$300
Uniq ID: 8230 (1 record)			

Company Description	Project Description	FTEs	Billed Support
		2	\$5,000
Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.	UI/UX & customer integration.	2	\$5,000
Uniq ID: 8271 (2 records)		5	\$625
Evidenced Health Risk Appraisal (HRA) program and services.	Option/License, employment and contractor, employee equity incentive plan, license agreement, master services agreement.	5	\$445
Evidenced Health Risk Appraisal (HRA) program and services.	Option/License, employment and contractor, employee equity incentive plan, license agreement, master services agreement.	5	\$180
Uniq ID: 8305 (2 records)		5	\$1,664
Self-serve ETL platform that enables data cleansing with no IT involvement.	Upgrade help site pages, develop product help resources, develop two to three articles for publication on web/promotional material.	5	\$1,240
Self-serve ETL platform that enables data cleansing with no IT involvement.	Upgrade help site pages, develop product help resources, develop two to three articles for publication on web/promotional material.	5	\$424
Uniq ID: 8341 (1 record)		12	\$9,568
Developer of high-reliability and high-safety autonomous vehicle fleets for enterprise customers.	Four marketing car wraps.	12	\$9,568
Uniq ID: 8343 (1 record)		3	\$6,300
Software application that allows restaurants to efficiently take customer orders over text message.	Full patent application.	3	\$6,300
Uniq ID: 8359 (3 records)		13	\$30,000
Device identification technology to help the digital display advertising more effectively target audiences.	Build out prospecting, sales, implementation and post sales documentation, tools, and subscribed services and related processes.	13	\$10,000
Device identification technology to help the digital display advertising more effectively target audiences.	Develop technical Implementation and client success processes and documents.	13	\$10,350
Device identification technology to help the digital display advertising more effectively target audiences.	Develop technical Implementation and client success processes and documents.	13	\$9,650
Uniq ID: 8377 (2 records)		2	\$1,600
Software to enable companies to detect and respond to ransomware.	Delaware corporate formation with client and end user agreements.	2	\$1,250

Company Description	Project Description	FTEs	Billed Support
Software to enable companies to detect and respond to ransomware.	Delaware corporate formation with client and end user agreements.	2	\$350
Uniq ID: 8384 (3 records)		2	\$6,370
App and cloud service to connect dietitians and their clients for efficient, timely interaction.	Formation package and trademark package.	2	\$1,420
App and cloud service to connect dietitians and their clients for efficient, timely interaction.	Formation package and trademark package.	2	\$950
App and cloud service to connect dietitians and their clients for efficient, timely interaction.	IP novelty search.	2	\$4,000
Uniq ID: 8514 (3 records)		4	\$6,300
Vulnerability assessment app easily guides you through the security assessment process.	Website refresh.	4	\$4,800
Vulnerability assessment app easily guides you through the security assessment process.	Website content.	4	\$750
Vulnerability assessment app easily guides you through the security assessment process.	Website content.	4	\$750
Uniq ID: 8519 (1 record)		2	\$2,000
Provides manufacturing data analytics and related IT services to small and medium size manufacturing firms	Sales Manager recruiting assistance.	2	\$2,000
Uniq ID: 8520 (3 records)		1	\$8,250
Makeup that is custom-designed for women of medium skin tones.	Website Design	1	\$2,750
Makeup that is custom-designed for women of medium skin tones.	Website Design	1	\$2,750
Makeup that is custom-designed for women of medium skin tones.	Website Design	1	\$2,750
Uniq ID: 8540 (2 records)		2	\$6,870
Product to improve Inventory management, waste reduction, foam reduction, and precision carbonation control of draft beverages.	Provisional and non-provisional patent application.	2	\$370
Product to improve Inventory management, waste reduction, foam reduction, and precision carbonation control of draft beverages.	Provisional and non-provisional patent application.	2	\$6,500

Company Description	Project Description	FTEs	Billed Support
Uniq ID: 8543 (1 record)		2	\$4,000
Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	Corporate formation package.	2	\$4,000
Uniq ID: 8574 (2 records)		1	\$750
Specialized disposable toothbrush for people living with motion disorders.	Corporate formation package.	1	\$343
Specialized disposable toothbrush for people living with motion disorders.	Corporate formation package.	1	\$408
Uniq ID: 8599 (1 record)		2	\$750
Waste treatment solution that converts organic solids into a sustainable insect-based protein for use in animal feeds.	Formation package.	2	\$750
Totals (42 Companies)		147	\$250,814

SPARK Central Innovation Center

Ground Floor – *Pre-Seed Stage*

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

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
8635	On demand service and platform that connects consumers with certified phone and tablet repair technician.	9/1/17	3/31/18	1	3.5
7374	Augmented reality app for immersive digital experiences based on children's books.	2/1/15	1/31/17	1	1
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	8/1/15	1/31/17	1	2
2203	Online clothing inventory management that allows targeted retailer interaction.	9/1/17	8/31/18	6	10
7982	Drug discovery SaaS product.	3/20/17	9/19/17	1	5
8631	Creating useful marketing growth tools.	9/1/17	8/31/18	1	1
2028	Book & videos teaching Chinese to English speaking children.	7/15/17	1/14/18	2	4.5
8026	E-Commerce universal discount at point of purchase system.	2/14/17	7/31/17	1	2.5
7620	Software and simple hardware to integrate, retrieve, and update personal identity information.	3/1/17	7/31/17	1	2
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each other.	6/1/17	11/30/17	1	3
8359	Device identification technology to help the digital display advertising more effectively target audiences.	2/15/17	8/15/17	2	13
8187	Disintermediated, app and web based, entity-to-entity trading platform for transportation services.	1/16/17	7/16/17	1	2
8603	Runner acquisition platform for race organizers.	8/14/17	2/14/18	1	2
Totals (13) Companies				20	51.5

Third Floor – *Seed Stage*

The third floor incubator space is composed of a shared open office environment and two smaller offices complete with a kitchen, conference rooms, phone booths, and controlled entry. Due to the open layout of the space, clients are free to expand as needed while “seats” only correspond to their billed rate. This model is designed for a seed stage company building out their strategy, product, and team.

Uniq ID	Company Description	Start Date	Exit Date	FTEs
8521	A SaaS platform enabling healthcare providers to better understand their potential patients’ decision patterns, language and preferences.	7/1/17	12/31/17	3
7696	SaaS claim analytics, administrative support and dashboard for insurance brokers.	2/1/17	7/31/17	16
7336	Supply chain software.	11/16/15	11/15/16	8
Total (3) Companies				27

Fourth Floor– *Growth Stage*

This 6000 square foot space is ideal for growth stage companies that are either grown in-house, or moving to the area. At full capacity, this workspace will seat over 60 people.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
4803	An intuitive integrated display that retrieves medical data.	4/25/16	10/25/16	4	4
7374	Augmented reality app for immersive digital experiences based on children's books.	6/1/17	11/30/17	3	1
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	2/1/17	7/31/17	1	2
8035	Software company combining VR and autonomous vehicles for commercial, industrial, and military applications with precision payloads.	5/15/16	11/16/16	1	4
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	7/1/17	12/31/17	1	2
8588	An investment vehicle to purchase a small business.	8/1/17	1/31/18	1	1
8037	Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.	9/6/16	9/6/17	3	3
8116	Social media listening and analysis software utilizing machine learning.	6/1/17	11/30/17	3	9
7341	Conversational IVR platform that combines voice, mobile messaging, and location based services.	2/1/16	5/31/17	2	9
8305	Self-serve ETL platform, which enables data cleansing with no IT involvement.	1/12/17	7/12/17	1	5
8366	Commercializer of digital health and sports performance technology from universities across the U.S. into individual technology firms.	5/1/17	10/31/17	1	4
8206	Personality testing insights for kids aged 7-13.	9/16/16	3/16/17	2	1
8026	E-Commerce universal discount at point of purchase system.	8/1/17	1/31/18	1	2.5
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	5/15/17	11/16/17	2	4.5
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	9/1/17	2/28/18	2	3
7748	Proprietary web-based reporting platform to build analytical, predictive reporting tools.	1/11/16	8/31/17	1	47.5
6835	Combustion cycle and injection technology.	5/1/16	11/1/16	5	6
8007	Bamboo composite materials.	6/1/16	11/30/16	1	3
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	7/1/17	12/31/17	1	2.5
4472	An online platform that empowers college students to showcase their work and skills to employers.	9/8/15	3/8/16	4	4
Totals (20) Companies				40	118

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

The Virtual Client program at SPARK Central is ideal for those who need drop-in co-working space and amenities at an affordable rate, with month-to-month terms. Some examples are the earliest “investigative stage” founders looking to network and validate their concept, companies at a later stage of growth who want to remain plugged into the core of the entrepreneurial community, or community partners who leverage the location and flexibility this option allows.

Uniq ID	Company Description	Start Date	Exit Date	FTEs
8090	Cell-based assays designed for drug screens for carcinoma drug R&D.	2/9/17	8/8/17	3
8255	Communications software for B2B or B2C.	11/1/16	10/31/17	2
4132	A medical device for the field of histology that automates a process used in tissue diagnostics.	8/1/16	2/28/18	8
8133	Virtual private networking as a service.	8/1/16	1/1/17	1
8060	Renewable electric generation system for large trucks that converts the kinetic energy of a moving vehicle into electricity.	7/1/16	1/1/17	6
1282	Technologies for integrated and standardized assessments of blood damage/red blood cells.	7/1/10	3/31/16	0
2203	Online clothing inventory management that allows targeted retailer interaction.	11/2/16	5/2/17	10
8519	Provides manufacturing data analytics and related IT services to small and medium size manufacturing firms	7/25/17	1/24/18	2
8196	Website that tracks homework and practice tests for people who are preparing for the LSAT.	12/16/16	8/31/17	1.5
8534	New chemical entity to treat metabolic syndrome and Type II diabetes.	7/1/17	12/31/17	2
7651	Services to help students take action on their passions and interests.	5/1/16	11/30/16	3
7046	Electronics based metering and power line communication.	4/1/14	1/1/16	1
2679	Development of therapies for treatment of bone-related conditions in animals.	6/15/15	6/30/16	0
8393	B2B marketplace where businesses can easily find quality IT professionals.	7/15/17	1/15/18	1
8040	Content gaming platform with rewards, recognition, and personal social branding.	4/17/17	11/16/17	1
8076	Mobile giving app for non-profits.	6/23/17	12/23/17	4
3221	Advanced software solutions for sewer modeling to municipalities and engineering consultants.	3/1/12	8/31/17	4
8047	Industrial Internet of Things software suite.	9/1/16	9/1/17	1
7153	Brain imaging service for development of medications or devices for the central nervous system.	7/1/14	6/30/17	1
7586	Application to track and coordinate IVF procedures to assist patients.	12/15/16	12/14/17	3.5
5557	Digital marketing intelligence.	7/1/12	6/30/16	4
8028	Online platform for festivals, vendors, and attendees to share data and ideas.	9/16/16	3/16/17	2

Uniq ID	Company Description	Start Date	Exit Date	FTEs
6680	Digital entertainment company focused on creating dynamic stories with an emphasis on female characters.	1/18/17	2/28/18	1
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions.	5/13/11	1/1/16	3.5
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	8/1/16	12/31/17	2
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	7/1/17	12/31/17	2
8228	Medical software for secure storage and artificial intelligence driven retrieval of radiologic images.	12/4/16	6/4/16	1
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	2
8574	Specialized disposable toothbrush for people living with motion disorders.	6/26/17	12/31/17	1
8189	UAVs to detect methane at solid waste landfills.	4/1/17	10/1/17	2
7752	SMB analytics and innovative mobile consumer/business interaction.	11/2/15	4/30/16	3
7777	SaaS enabled ride-sharing platform.	5/1/16	10/31/16	14
8591	Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	7/19/17	1/18/18	2
8323	System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	12/15/16	6/30/17	27
8543	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	7/1/17	12/31/17	2
7680	Big data intelligence-as-a-service platform built for credit unions and community banks.	1/26/17	7/26/17	3
Totals (36) Companies				126.5

Hosted Networking and Educational Events

This quarter's events are broken down by month in the following table. All events took place at the SPARK Central Innovation Center unless otherwise noted. In total, 3688 people attended events.

Event Name	Date	Number of Attendees	Subset of Entrepreneurs	Purpose of Event
Selling Smart	7/6/16	35	35	Speakers: Joe Marr, Sandler Training - Ann Arbor; Maya Adrine, Golden International Limousine; Greg Peters, The Reluctant Networker, and Spencer Marr, Sandler Sales Training - Ann Arbor. Description: The Selling Smart Series is held the first Wednesday each month and includes an hour of practice selling, followed by an hour presentation on a different sales topic.
R Meetup	7/14/16	40	40	R User group meetup
FinTech Meetup	7/20/16	20	20	FinTech Meetup
TechStarters	7/21/16	40	40	Monthly networking event
Fireside Chat w/ Paul Singh	8/8/17	80	65	Fireside chat with famous investor, Paul Singh.
SPARK.ed taught by ES team	8/9/17	25	25	A luncheon to help attendees better understand the services offered to entrepreneurs by Ann Arbor SPARK.
A2NewTech	8/15/17	64	64	The Ann Arbor New Tech meetup welcomes members from any school, sector, or industry function (e.g. entrepreneurs, technologists, investors, lawyers, marketers, students, bloggers, etc.) interested in local high-tech startups.
Tech Trek Debrief Luncheon	8/15/17	40	0	A debrief luncheon for all of the companies that participated in Tech Trek 2017
Fintech Meetup	8/16/17	25	10	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skill levels are welcome
EMU CDE Summer Internship Program Graduation	8/16/17	40	0	A graduation celebration for the EMU CDE interns.
SPARK.ed taught by Tom Simon	8/16/17	16	16	Choosing the right paths to sell to your end customer can be critical to the growth and value of your company. This is the essence of developing a sound channel strategy. Topics covered are associated with developing a sales strategy.

Event Name	Date	Number of Attendees	Subset of Entrepreneurs	Purpose of Event
NLP Meetup	8/17/17	12	0	Group for all Natural Language Processing (NLP) and Machine Learning (ML) researchers, students, practitioners, and enthusiasts in the Ann Arbor and Detroit areas who want to get together and discuss their interests and stay up-to-date on the latest developments in NLP.
SPARK.ed taught by Ted Dacko	8/23/17	18	18	This course will discuss an approach for ensuring that you are thinking about innovation properly and not only innovating your product, but your business model and messaging for maximum impact. Make innovation work for you, not against you.
Tech Starters	8/30/17	50		Networking event for the tech community in Ann Arbor.
Tech Starters	8/30/17	50	32	A free networking event that is hosted by one of the many innovative companies in Ann Arbor, with the coolest office spaces in the Midwest
SPARK.ed taught by Stew Nelson	9/6/17	24	24	This workshop discussed the equity roadmap for entrepreneurs.
BioArbor	9/13/17	60	0	BioArbor hosts free life science networking events in the greater Ann Arbor area.
SPARK.ed taught by Ted Dacko	9/13/17	20	20	This workshop discussed the blue ocean strategy and how entrepreneurs can utilize this method.
R Meetup	9/14/17	20	0	A meetup for the R Language.
Fintech Meetup	9/15/17	15	10	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skill levels are welcome
EMU CDE Digital Summit	9/15/17	35	20	Fall 2017 Digital Marketing Summit is where we share the unique insights we gained from our summer clinic with companies in Ann Arbor SPARK's high tech incubator.
SPARK.ed taught by Tom Simon	9/20/17	16	16	This workshop discussed how entrepreneurs will have to make tough choices with their go-to-market strategy.
New Enterprise Forum	9/21/17	40	0	Ann Arbor, Michigan entrepreneurship presentation coaching for attracting investment opportunities.
SPARK.ed taught by Chris Jue	9/27/17	13	13	This workshop discussed a founder's insight on startups and the decisions they'll have to make.
Totals		798	468	

Microloans

Number of loans currently outstanding:	18
Current total loan amount outstanding	\$661,269
Loan amounts repaid this fiscal year	\$20,500
Loans written off this fiscal year	\$0
Jobs retained	97
Jobs created	8
Current balance of the microloan account	\$30,505.84

Internship & Entrepreneur-In-Residence Programs

Entrepreneur-In-Residence Program

This quarter, three 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	Billed Support	FTEs
8255	Communications software for B2B or B2C.	\$6,000	2
7374	Augmented reality app for immersive digital experiences based on children's books.	\$3,610	1
8001	Radiation measurement and display enabled by modern technologies.	\$8,250	1
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	\$6,000	2
5640	Interactive tablet menu for restaurants.	\$325	2.5
7816	Application to detect, quantify, and in many cases automatically fix inefficiencies in large-scale, enterprise software systems.	\$6,000	1
7674	Platform of sensors, software, and analytics that will harvest key data from manufacturing machines, processes, and people, and translate it to actionable intelligence.	\$2,500	1
8041	Proprietary process for joining of dissimilar materials (aluminum-to-advanced high strength steel).	\$5,225	5
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	\$1,850	2
8377	Software to enable companies to detect and respond to ransomware.	\$18,100	2
8286	Website built to match job seekers with startup jobs.	\$6,000	2.5
Totals (11) Companies		\$63,860	22

Intern Program

The Ann Arbor SPARK internship program provides up to \$3000 of matching funds to a qualified, growing company to support a three-month intern. This frees up additional funds for other purposes and provides a de-risked way to try out a potential permanent addition to the team - an opportunity that is invaluable during the pivotal period of initial hires. Often the talent is retained at the company after the matched period ends. Special consideration is given to applicants who are considering moving to Ann Arbor from another tech hub, or have skillsets in high demand. While originally conceived as a summer program, it continues to meet the needs of startups year-round.

Uniq ID	Company Description	Billed Support	FTEs
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	\$1,672	10
7374	Augmented reality app for immersive digital experiences based on children's books.	\$1,966	1
8035	Software company combining VR and autonomous vehicles for commercial, industrial, and military applications with precision payloads.	\$3,263	4
2203	Online clothing inventory management that allows targeted retailer interaction.	\$630	10
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	\$1,575	2
7997	Water bottle that can flip inside-out.	\$240	2
8393	B2B marketplace where businesses can easily find quality IT professionals.	\$813	1
8436	Two-sided mobile platform that connects travelers with trusted locals, matching travel interests and personalities.	\$110	3.5
7885	Mobile and web based applications providing on-demand lawn care and snow removal services.	\$660	13
4791	Consolidated event planning and management software platform.	\$2,003	12
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	\$1,299	4.5
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each other.	\$1,875	3
8155	App that helps swimmers achieve their fitness goals.	\$1,545	3
7749	Visualization and marketing platform for the event industry.	\$570	2
8540	Product to improve Inventory management, waste reduction, foam reduction, and precision carbonation control of draft beverages.	\$1,249	2
8187	Disintermediated, app and web based, entity-to-entity trading platform for transportation services.	\$1,209	2
Totals (16) Companies		\$20,680	75

Digital Engagement Clinic

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

Uniq ID	Company Description	Billed Support	FTEs
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	\$1,545.00	10
4586	Heat technology generates nonelectric, reusable heat on demand.	\$1,860.00	5
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	\$1,800.00	3
7336	Supply chain software.	\$2,100.00	8
7363	Digital content marketplace and book sourced content provider.	\$1,800.00	2
7651	Services to help students take action on their passions and interests.	\$1,563.75	3
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	\$2,220.00	2
7888	Device which clips onto strength training equipment, capturing and interpreting strength training data in real-time.	\$1,860.00	5.5
7975	Smartphone case with built-in wireless earbuds and 80% extra battery life.	\$1,890.00	3
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	\$1,935.00	4.5
8286	Website built to match job seekers with startup jobs they are qualified for.	\$1,800.00	2.5
Totals (11) Companies		\$20,374	48.5

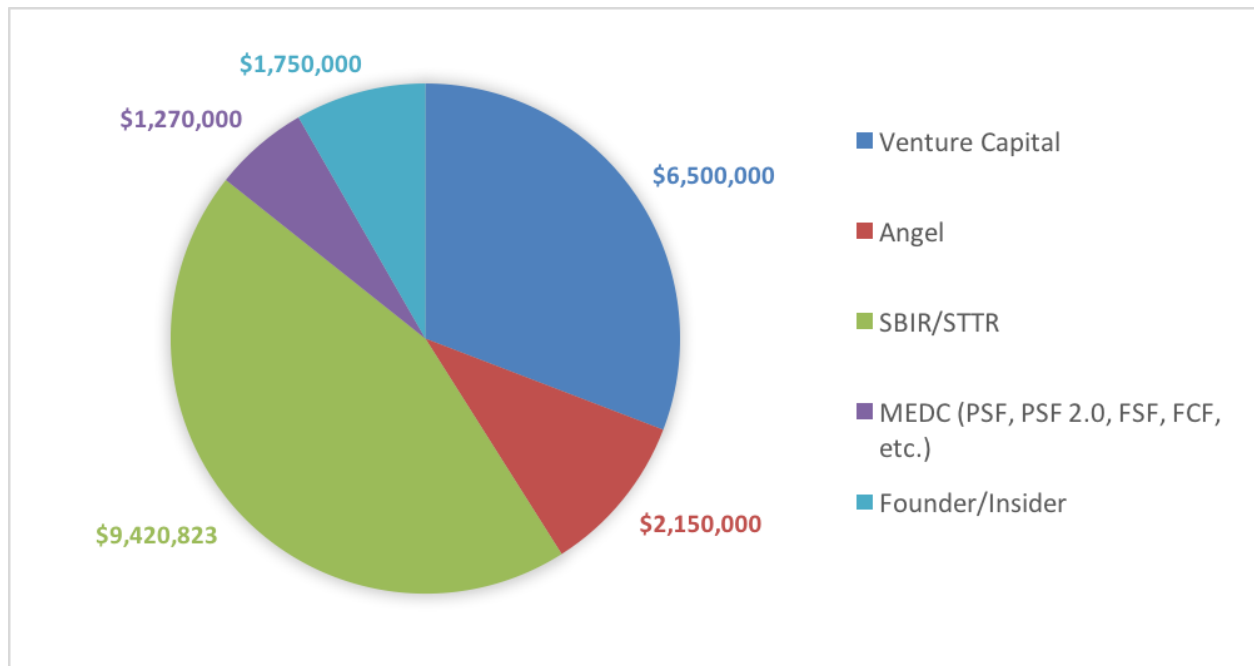
Capital Raised

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

Uniq ID	Transaction Details, if Available	Amount
Venture Capital		\$5,105,300
6894	Hyde Park, New Coast Ventures, Huron River Ventures	\$1,330,000
6285	Venture Investors, Huron River Ventures, Amherst, Michigan Angel Fund, SPARK, Invest Michigan, Invest Detroit, KDMS	\$2,750,000
6285	Venture Investors, Huron River Ventures, Amherst, Skynet investments, KDMS, Michigan Angel Fund	\$574,000
8364	1517fund	\$1,300
7466	Invest Detroit	\$50,000
7538	Sand Hill Angels	\$400,000
Angel		\$5,237,861
6285	MAF	\$67,500
7493	Converted note	\$1,000,000
8359	private investors over several months - working on securing more this and next month	\$200,000
7888	-	\$850,000
8364	Private donor via University of Michigan	\$1,000
2028	A.D.	\$4,000
2028	E.D.	\$4,000
2028	W.E.	\$48,000
7466	-	\$100,000
8035	-	\$85,000
8343	-	\$13,000
7374	Private angel	\$10,000
4519	Wakestream, Angels	\$370,000
7341	-	\$230,000
428	-	\$200,000
338	Market Results Ventures	\$20,000
4115	Individuals at \$5,000 each.	\$20,000
7223	Seed Round	\$1,250,000
7493	MAF and 11 angels	\$765,361
SBIR/STTR		\$3,388,000
2752	National Institute of Mental Health	\$2,400,000
7667	NIH STTR	\$400,000
7754	DARPA	\$588,000
Bank/Lender		\$100,000
7484	Bond Street	\$100,000

Uniq ID	Transaction Details, if Available	Amount
MEDC (PSF, PSF 2.0, FSF, FCF, etc.)		\$340,000
6285	Invest Michigan	\$50,000
7772	University Commercialization Fund	\$50,000
7772	State ETF	\$25,000
2198	MIETF matching grant for SBIR Phase II	\$125,000
8155	MEDC - Michigan GreenLight Business Model	\$40,000
4432	Invest Michigan 50K	\$50,000
Founder/Insider		\$1,624,500
7997	-	\$22,000
7493	-	\$500,000
8305	-	\$250,000
8209	-	\$50,000
7940	-	\$5,000
7940	-	\$5,000
7531	-	\$5,000
8521	-	\$750,000
8090	-	\$30,000
8090	-	\$5,000
8090	-	\$2,500
Corporate/University/Foundation		\$1,866,554
6977	Monroe Brown Fund	\$150,000
8054	Monroe Brown Fund	\$150,000
4432	Monroe Brown Fund	\$50,000
7796	Super Hippo Studios Ltd	\$50,000
8037	100% from HCF; corp VC arm of AU health insurer	\$800,000
8081	Quicken Loans	\$50,000
8364	University of Michigan College of Engineering	\$1,600
7466	FIS Global	\$50,000
7275	MCC Innovation Fund	\$25,000
8155	Innovation Fund of America	\$25,000
8155	University of Michigan Desai Accelerator	\$50,000
8424	Desai	\$25,000
7476	Individual and UofM	\$125,000
3724	M-PED Office @ U-M	\$50,000
7531	UC Davis	\$4,000
4586	SAFE from WeWork Detroit Creator Awards	\$72,000
4586	SAFE from University of Michigan Desai Accelerator	\$50,000
8187	Desai Accelerator	\$25,000
8520	Zell Lurie Founder's Fund	\$100,000
8437	optiMize (U-M student group)	\$7,954
8437	Center for Entrepreneurship (Jump Start Grant)	\$1,000

Uniq ID	Transaction Details, if Available	Amount
8437	U-M Planet Blue Student Innovation Fund (funds not yet received, will be transferred as reimbursement)	\$5,000
	Other	\$125,000
8209	Detroit Creative Corridor	\$25,000
4586	SAFE Hillman Accelerator	\$100,000
Total (70 Transactions Reported)		\$17,787,215



Integrated Marketing Plan

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



Metric	Actual	Goal	Percent	Rationale for Annual Goal
Average Newsletter Open Rate*	21.7%	20%	Above by 1.7%	Beat industry standard (18%) by 2%. *Not cumulative
Entrepreneurial Services Webpage Views	17,734	59,211	30%	Increase Page Views to ES by 3,000 annually above 2013-2014 fiscal year.
Webpage Visits by Ann Arbor Residents	12,898	74,072	17%	Increase visits to the website from Ann Arbor overall by 5,000 annually over 2013-2014 fiscal year.
Social Media Referrals	724	4,297	17%	Increase visits from Ann Arbor to website from social media by 500 visits above 2013-2014 fiscal year.
Video Views	1,377	5,506	25%	Increase video plays from Michigan by 500 annually above 2013-2014 fiscal year.
PR Views & Hits	-	25,000	0%	Increased mentions of Ann Arbor startups in local, regional, and national news publications.

Methodology

Initial Data Entry

A procedure was implemented in late 2008 requiring all entrepreneurs requesting assistance of Ann Arbor SPARK for Business Acceleration services, Incubator space or Boot Camp to fill out an online form which could be accessed through the SPARK website. Basic information including name, address, phone, email and brief description of company are required. This information is automatically fed into Salesforce. An effort is made to connect with all inquiries within 48 hours. In an initial communication, additional data gathered by SPARK personnel determines if the entrepreneur meets minimum criteria to warrant further discussion and assistance. At that time, a better description is captured of the applicant's needs.

Retained FTEs

We capture the number of FTEs that a company had at the start of an engagement of any kind. This number becomes our retained jobs number and is not altered. However, for reporting purposes it is possible the retained jobs number can change for a company if that company takes advantage of multiple services and their FTE count changes between those services. For example, when a team attends Boot Camp there may be only one FTE: the entrepreneur. When that team returns for Business Accelerator services there may be additional FTEs: co-founders or initial hires. When reports are generated on Boot Camp attendees the team's retained FTE number would be one. When reporting on Business Accelerator clients, the retained FTEs would be more than one.

Current FTEs

Throughout the year 'current jobs' is collected from entrepreneurs through three methods. When SPARK staff meet with entrepreneurs FTE updates are gathered and recorded in the CRM system. Starting midway through this contract year, written documentation is being obtained from every company at the start of each engagement. This document is attached to their file to corroborate the FTE count listed as start of engagement.

Annual Survey

All current and former clients are surveyed annually using Clicktools: an online survey tool that synchronizes with Salesforce. Our survey asks for data including current employment and other vital company information. Unfortunately, the response to our surveys has been less than 100%. The response rates for each of the four areas are listed in each section. If an entrepreneur sends SPARK data via the survey that does not pass a visual inspection they are contacted and asked to verify the data. If an adjustment is made to the CRM data, written documentation from the entrepreneur is attached to the file.

Jobs Created

New FTEs or "Jobs Created" are calculated by subtracting the retained jobs for the particular service we provided from the current job count, which gives us the added jobs since that particular engagement started.

Software

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

- Arbor Dakota e books \$1800.00
- Clicktools \$1497.00: Survey tool used for annual census.
- YARooms \$713.66: Incubator room reservation tool.
- Salesforce \$876.00: CRM
- Conrin \$1417.50: Salesforce consultant

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.