

# LDFA REPORT 2018 - 2019

## ANN ARBOR/YPSILANTI SMARTZONE

# Q3

**124** COMPANIES  
SERVED

**57** JOBS  
CREATED

**8** COMPANIES  
CREATED\*

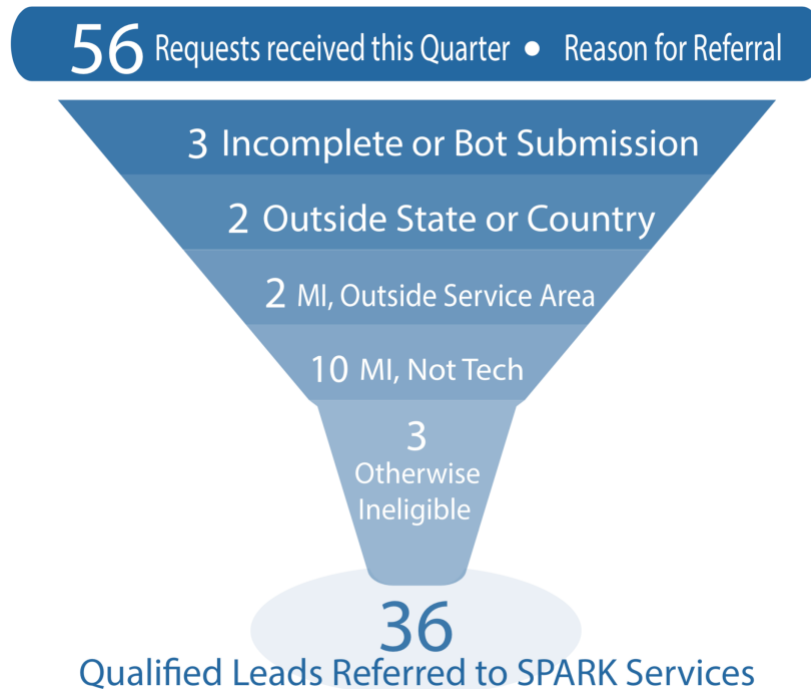
**\$24 M** FUNDS  
RAISED  
INVESTMENTS & GRANTS

**\$305 K**  
DIRECT SUPPORT

# Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: January 1, 2019 – March 31, 2019

## 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
11320	Data analysis functionality for tech products and other digital artifacts.
11560	A subscription platform giving entertainers and bands with a large fan base an outlet to share original content with paying subscribers.
11323	Recycling process that captures nearly 100% of the intrinsic value of all the metals contained on a circuit board.
11540	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).
11390	New computing chip architecture that allows large amounts of data to be processed in memory and in parallel, thus offering significant power and speed improvements for data-intensive tasks.
11353	Low-cost, full-page tactile display for blind people that would enable true digital access to tactile information.
11367	Software for school exit loan counseling guidance process.
11335	Method to evaluate the safety of an autonomous vehicle.
<b>8 Companies</b>	

## Business Acceleration

Companies in the below tables are marked with the following codes:

M = Mobility Company

Y = Ypsilanti Company

U = University of Michigan affiliated

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

None during this quarter.

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

Company Description	Project Description	FTEs	Billed Support
233		1	\$5,496
Treatment for the antibiotic-resistant intestinal disease known as Clostridium difficile.	Conduct confirmatory animal testing.	1	\$3,119
Treatment for the antibiotic-resistant intestinal disease known as Clostridium difficile.	Prepare compound for testing.	1	\$2,378
11110 U		6	\$459
Web-based software package that allows patients to complete their personal and family history at home.	License agreements.	6	\$459
11112		1	\$573
Software products that enable IBM Security AppScan and IBM QRadar to support new advanced capabilities.	Formation, document creation, license negotiations.	1	\$573
11148 MU		1	\$500
3D printheads for multi-material and high-resolution printed electronics.	Corporate formation.	1	\$500
11172 Y		5	\$300
Pharmaceutical to treat NASH and vascular anomalies.	Corporate formation.	5	\$300
11212		1	\$2,323
A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	Graphics, website, UI.	1	\$735
A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	Graphics, website, UI.	1	\$485
A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	Graphics, website, UI.	1	\$1,103

Company Description	Project Description	FTEs	Billed Support
<b>11310</b>		<b>1</b>	<b>\$965</b>
Continuous, non-invasive, wearable blood pressure monitoring device.	Equity financing and Delaware conversion.	1	\$387
Continuous, non-invasive, wearable blood pressure monitoring device.	Equity financing and Delaware conversion.	1	\$578
<b>11312</b>		<b>1</b>	<b>\$755</b>
Decentralized cryptocurrency exchange.	LLC formation package, terms and conditions for website, trademark filing, nondisclosure agreement.	1	\$90
Decentralized cryptocurrency exchange.	LLC formation package, terms and conditions for website, trademark filing, nondisclosure agreement.	1	\$665
<b>11320</b>		<b>2</b>	<b>\$6,468</b>
Data analysis functionality for tech products and other digital artifacts.	SAFE Note creation.	2	\$500
Data analysis functionality for tech products and other digital artifacts.	Trademark, contractor and equity grant, terms of service/privacy policy/DMCA, and HIPAA and compliance research.	2	\$68
Data analysis functionality for tech products and other digital artifacts.	Accounting system set up.	2	\$1,500
Data analysis functionality for tech products and other digital artifacts.	Corporate formation package.	2	\$1,500
Data analysis functionality for tech products and other digital artifacts.	Trademark, contractor and equity grant, terms of service/privacy policy/DMCA, and HIPAA and compliance research.	2	\$2,900
<b>11335 M</b>		<b>2</b>	<b>\$656</b>
Method to evaluate the safety of an autonomous vehicle.	Legal formation, review employee contracts.	2	\$656
<b>11344</b>		<b>0.5</b>	<b>\$3,928</b>
Algorithmic water beta platform to directly price and index water risk in financial portfolios.	C corporation conversion, term sheet development for seed round, external advisor agreements, key partner due diligence.	0.5	\$3,928
<b>11351</b>		<b>2</b>	<b>\$636</b>
Harness for snow, surf, and land kiting.	Supply chain assistance and prototype development.	2	\$636
<b>11367</b>		<b>1</b>	<b>\$5,400</b>
Software for school exit loan counseling guidance process.	Corporate formation package.	1	\$1,500
Software for school exit loan counseling guidance process.	Logo design.	1	\$900
Software for school exit loan counseling guidance process.	Contractor, advisor, equity, and option agreements.	1	\$3,000
<b>11373</b>		<b>1</b>	<b>\$1,900</b>
Software development studio with a focus on digital games, entertainment, and tools.	Trademark.	1	\$1,900

Company Description	Project Description	FTEs	Billed Support
11376		6	\$2,300
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.	Branded PowerPoint template, website update, promotional brochure updates, LinkedIn company page, one sheet.	6	\$2,300
11390		6	\$5,500
New computing chip architecture that allows large amounts of data to be processed in memory and in parallel, thus offering significant power and speed improvements for data-intensive tasks.	Corporate formation.	6	\$5,500
1161 M		2	\$3,250
Autonomous last mile delivery trailer.	Setting up an accounting system. Assist in updating financial models for fundraising. Provide financial consulting during fundraising.	2	\$3,250
3965 Y		5	\$14,800
Window products that let air in but keep the rain out.	Create e-commerce website and digital marketing plans.	5	\$4,800
Window products that let air in but keep the rain out.	Create e-commerce website and digital marketing plans.	5	\$10,000
4586 U		4	\$703
Heat technology generates nonelectric, reusable heat on demand.	Strategic positioning and partnership.	4	\$703
6545		2.5	\$2,750
Software platform applies predictive analytics to strategic decisions regarding IP management.	Identify an actionable marketing strategy to increase sales through targeted and direct marketing efforts.	2.5	\$1,350
Software platform applies predictive analytics to strategic decisions regarding IP management.	Identify an actionable marketing strategy to increase sales through targeted and direct marketing efforts.	2.5	\$1,400
7117 U		13	\$628
Data processing algorithms and curated genetic database software as a service.	Website design and development.	13	\$628
7201		0	\$3,000
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	Market development including branding, refresh website, and sales collateral.	0	\$1,500
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	Market development including branding, refresh website, and sales collateral.	0	\$1,500
7531 U		1	\$300
Lactation simulation model and a breastfeeding education app.	Video marketing and production prep for social media, website, and email rollout.	1	\$300
7656		2	\$300
Platform matching corporations and law firms with vendors who provide ancillary legal services.	Implement UX/UI improvements based on customer feedback.	2	\$300

Company Description	Project Description	FTEs	Billed Support
<b>7674 M</b>		<b>1</b>	<b>\$10,750</b>
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Design for website redesign.	1	\$325
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Build financial model, develop growth plan, and establish competitive strategy within IoT market.	1	\$1,100
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Specialty sensor design and prototype testing.	1	\$4,868
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Research patent activity and file provisional.	1	\$375
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Trademark and copyright.	1	\$333
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Improve graphical user interface.	1	\$3,500
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Build financial model, develop growth plan, and establish competitive strategy within IoT market.	1	\$250
<b>7704 U</b>		<b>1</b>	<b>\$9,695</b>
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Liberty Mutual SaaS contract, master SaaS contract.	1	\$920
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Accounting system set up.	1	\$575
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Software architecture improvements.	1	\$2,225
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Software architecture improvements.	1	\$1,475
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Software architecture improvements.	1	\$3,275
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Accounting system set up.	1	\$1,225
<b>7754 U</b>		<b>4.5</b>	<b>\$5,475</b>
Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	Patent application.	4.5	\$5,475

Company Description	Project Description	FTEs	Billed Support
<b>7814</b>		<b>4</b>	<b>\$2,274</b>
Commercializing a revolutionary material innovation which enables highly sensitive, rugged, low power, and directional detection of neutron radiation.	Help with Zigby integration.	4	\$574
Commercializing a revolutionary material innovation which enables highly sensitive, rugged, low power, and directional detection of neutron radiation.	Help with Zigby integration.	4	\$1,700
<b>7815 U</b>		<b>1</b>	<b>\$3,320</b>
Online learning platform for contract lawyers.	Promotional material design.	1	\$210
Online learning platform for contract lawyers.	Ad design work for two digital ads.	1	\$260
Online learning platform for contract lawyers.	Website redesign and inbound marketing funnel.	1	\$2,850
<b>7876 U</b>		<b>2</b>	<b>\$4,000</b>
Wearable graphene nanoelectronics alcohol sensor for real-time alcohol monitoring.	Prototype Design Assistance.	2	\$4,000
<b>7947</b>		<b>1</b>	<b>\$5,000</b>
Ankle-foot orthotic integrated shoe.	Validation testing.	1	\$2,500
Ankle-foot orthotic integrated shoe.	Validation testing.	1	\$2,500
<b>8143 M</b>		<b>27</b>	<b>\$1,000</b>
Secure vehicle data harvesting product.	SEO Optimization for website	27	\$1,000
<b>8255 Y</b>		<b>3</b>	<b>\$1,900</b>
Communications software for B2B or B2C companies.	Trademark.	3	\$1,900
<b>8364 MU</b>		<b>2</b>	<b>\$450</b>
Programming language for Computer Numeric Control manufacturing.	Trademark.	2	\$184
Programming language for Computer Numeric Control manufacturing.	Trademark.	2	\$266
<b>8393</b>		<b>1</b>	<b>\$13,740</b>
B2B marketplace where businesses can easily find quality IT professionals.	Improve SEO.	1	\$2,000
B2B marketplace where businesses can easily find quality IT professionals.	Improve SEO.	1	\$3,000
B2B marketplace where businesses can easily find quality IT professionals.	User interface (UI) and implement conversational AI capabilities.	1	\$1,700
B2B marketplace where businesses can easily find quality IT professionals.	Build and launch inbound lead generation campaigns.	1	\$60
B2B marketplace where businesses can easily find quality IT professionals.	Create a brand platform, recommendations for overall brand, 12-month marketing plan, and website content.	1	\$5,000
B2B marketplace where businesses can easily find quality IT professionals.	User interface (UI) and implement conversational AI capabilities.	1	\$1,200
B2B marketplace where businesses can easily find quality IT professionals.	Build and launch inbound lead generation campaigns.	1	\$780

Company Description	Project Description	FTEs	Billed Support
<b>8440 U</b>		<b>2.5</b>	<b>\$2,250</b>
Web platform to facilitate end of life decisions.	UI/UX front-end development of the application and beta testing.	2.5	\$1,160
Web platform to facilitate end of life decisions.	UI/UX front-end development of the application and beta testing.	2.5	\$1,090
<b>8591</b>		<b>1</b>	<b>\$1,500</b>
Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention, and active shooter preparedness.	LMS setup and customer support.	1	\$500
Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention, and active shooter preparedness.	LMS setup and customer support.	1	\$500
Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention, and active shooter preparedness.	LMS setup and customer support.	1	\$500
<b>8651</b>		<b>3</b>	<b>\$8,000</b>
Proprietary chip, camera, and image processing software package, to verify that a tissue sample has enough tissue to make a diagnosis.	Prepare and submit a 513(g) FDA device classification confirmation application.	3	\$8,000
<b>8658</b>		<b>3</b>	<b>\$14,700</b>
Builds and hosts complete, professionally-designed, mobile-responsive websites.	Create graphics for use in marketing materials.	3	\$4,500
Builds and hosts complete, professionally-designed, mobile-responsive websites.	Legal costs associated with Series Seed funding.	3	\$700
Builds and hosts complete, professionally-designed, mobile-responsive websites.	Upgrade the front-end design of product.	3	\$5,000
Builds and hosts complete, professionally-designed, mobile-responsive websites.	Create graphics for use in marketing materials.	3	\$4,500
<b>8774 M</b>		<b>5</b>	<b>\$5,204</b>
V2X software to make roads and vehicle-to-everything interactions safer.	Legal advice and negotiation of a Series A term sheet.	5	\$5,204
<b>8777 U</b>		<b>2</b>	<b>\$6,000</b>
Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	Mentorship and guidance.	2	\$2,000
Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	Mentorship and guidance.	2	\$2,000
Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	Mentorship and guidance.	2	\$2,000
<b>8778 U</b>		<b>1</b>	<b>\$2,500</b>
Portable oxygen concentration device.	Employment agreements, research and manufacturing agreements review, corporate governance.	1	\$2,500



Company Description	Project Description	FTEs	Billed Support
8794		5	\$2,000
Software application that guides home buyers by making the transaction steps transparent to all parties.	Wire frame, design, build and deploy marketing website with focus on product positioning, value proposition, and simplicity.	5	\$2,000
8807		2	\$300
Makerspace focused on electronics, and education offering a range of hands-on, application-based classes and workshops in programming and electronic design.	Brand identity design, and brand strategy development.	2	\$300
8832		9	\$6,584
Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	Digital marketing playbook including inbound marketing, pay-per-click strategy, paid social media, local SEO, national SEO, landing page development.	9	\$4,755
Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	Digital marketing playbook including inbound marketing, pay-per-click strategy, paid social media, local SEO, national SEO, landing page development.	9	\$1,723
Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	Spinout new company formation.	9	\$105
8834 M		2	\$3,000
Month-to-month car subscription with insurance, maintenance, and roadside assistance included.	Business development.	2	\$450
Month-to-month car subscription with insurance, maintenance, and roadside assistance included.	Business development.	2	\$2,550
8862		1	\$17,015
Mobile learning platforms to help young people combat sexual violence and misconduct.	Website maintenance.	1	\$3,900
Mobile learning platforms to help young people combat sexual violence and misconduct.	Website maintenance.	1	\$4,800
Mobile learning platforms to help young people combat sexual violence and misconduct.	Customer Service Agreement, licensing, equity incentive, advisor, shareholder/commercial agreement, general counseling.	1	\$501
Mobile learning platforms to help young people combat sexual violence and misconduct.	Customer Service Agreement, licensing, equity incentive, advisor, shareholder/commercial agreement, general counseling.	1	\$752
Mobile learning platforms to help young people combat sexual violence and misconduct.	Logo redesign and designing sales collateral.	1	\$7,063
9923		3	\$1,520
Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	Marketing work/brand building	3	\$1,520
<b>Total (48 Companies)</b>		<b>154</b>	<b>\$192,065</b>

## Talent Programs

### Entrepreneur-In-Residence Program

This quarter, fifteen companies utilized the entrepreneur-in-residence program. This program is designed to attract and retain C-level individuals in the community by leveraging their talent and experience to add substantial value to client companies.

Uniq ID	Company Description	FTEs	Billed Support
8364 MU	Programming language for Computer Numeric Control manufacturing.	2	\$2,325
6345	Ensures proper hand hygiene for hospitals to increase compliance and cut down on infections.	23	\$8,000
8832	Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	9	\$763
8761	System that allows companies to understand network attack from the outside-in and discover new threats and assess their global impact.	15.5	\$7,463
11376	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	\$7,250
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	1	\$5,000
11110 U	Web-based software package that allows patients to complete their personal and family history at home.	6	\$9,350
5640	Interactive tablet menu for restaurants.	5.5	\$263
6977 UY	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	1.5	\$17,150
7815 U	Online learning platform for contract lawyers.	1	\$8,525
4432 U	Life science research recruiting software.	6	\$5,925
11312 Y	Decentralized cryptocurrency exchange.	1	\$7,163
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	1	\$6,500
8591	Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention, and active shooter preparedness.	1	\$12,000
8440 U	Web platform to facilitate end of life decisions.	2.5	\$5,150
<b>Total (15 Companies)</b>		<b>82</b>	<b>\$102,825</b>

## Intern Matching Funds 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 and Ypsilanti from another tech hub or have skillsets in high demand. While originally conceived as a summer program, it continues to meet the needs of startups year-round.

Uniq ID	Company Description	FTEs	Billed Support
8556	Web-based staffing platform for summer camps and prospective camp staff to find each other.	4	\$398
8393	B2B marketplace where businesses can easily find quality IT professionals.	1	\$1,667
8658	Builds and hosts complete, professionally-designed, mobile-responsive websites.	3	\$5,038
<b>Total (3 Companies)</b>		<b>8</b>	<b>\$7,102</b>

## SPARK Central Innovation Center

### Lower Level

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

### Virtual Clients

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

### Third Floor

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

### Fourth Floor

The 6,000 square foot space is ideal for growth stage companies that are either grown in-house or moving to the area. This workspace has space for over 60 people.

## SPARK East Innovation Center

### Virtual Clients

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

### Seated Clients

Incubator clients at SPARK East have designated work spaces, and access to the facility 24/7. They are able to use conference rooms and flex spaces freely to have working sessions with remote staff or host client meetings and events.

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
<b>SPARK Central - Lower Level</b>				<b>22</b>	<b>58</b>
8419	Next-Generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	12/1/17	5/31/18	5	7
8631	Productizing marketing growth tools.	9/1/17	8/31/18	3	1
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	2	4
8603	Runner acquisition platform for race organizers.	8/14/17	2/14/18	1	2
11373	Software development studio with a focus on digital games, entertainment, and tools.	10/15/18	4/15/19	1	1
8769	Automated legal document generation software.	4/1/19	10/1/19	1	1
9978	End to end product development firm.	12/15/18	5/31/18	1	3
8143	Secure vehicle data harvesting product.	11/1/18	4/30/19	1	27
2203	Online furniture inventory management that allows targeted retailer interaction.	9/1/17	8/31/18	6	10
<b>SPARK Central - Virtual</b>				<b>0</b>	<b>86.5</b>
8778	Portable oxygen concentration device.	10/1/18	3/31/19	-	1
8364	Programming language for Computer Numeric Control manufacturing.	6/1/18	10/31/18	-	2
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	2/1/17	7/31/17	-	2.5
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	3/15/19	9/15/19	-	1
11323	Recycling process that captures nearly 100% of the intrinsic value of all the metals contained on a circuit board.	12/1/18	3/1/19	-	3
7153	Brain imaging service for development of medications or devices for the central nervous system.	7/1/14	6/30/17	-	1
7982	Drug discovery SaaS product.	1/1/19	6/30/19	-	5
8793	A portable, 180° rear/side view vision system with no fish eye effect.	12/15/17	5/15/18	-	2
8774	V2X software to make roads and vehicle-to-everything interactions safer.	1/15/18	7/16/18	-	5
8534	New chemical entity to treat Metabolic Syndrome and Type II diabetes.	7/1/17	12/31/17	-	2
7046	Electronics based metering and power line communication.	4/1/14	1/1/16	-	1
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	3/1/18	8/31/18	-	1
8393	B2B marketplace where businesses can easily find quality IT professionals.	7/15/17	7/15/18	-	1
8206	Personality testing insights for kids aged seven to 13.	2/1/18	7/31/18	-	4
8789	Digital health platform that assists patients in navigating through the complex processes before and after surgery.	4/15/18	10/31/18	-	2

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
9924	Mobile imaging unit rental and brokerage.	3/26/18	1/31/19	-	2
11248	Money transfer service.	8/1/18	12/31/18	-	3
8028	Online platform for festivals, vendors and attendees to share data and ideas.	9/16/16	1/31/19	-	2
6407	Preventative education.	2/18/19	8/18/19	-	2
11105	Do it yourself financial planning in a digital platform.	5/1/18	11/30/18	-	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.	4/3/19	10/3/19	-	2
7815	Online learning platform for contract lawyers.	9/1/18	2/28/19	-	1
9936	Disposable oxygenating technology that can be integrated into existing dressings/therapies.	3/1/18	7/31/18	-	2
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions.	5/13/11	1/1/16	-	3.5
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	8/1/16	12/31/17	-	2
8609	Quotation Lifecycle Management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	10/1/17	3/31/18	-	3
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	7/1/17	12/31/17	-	2
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	-	2
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks, and Tasers.	10/1/17	3/31/18	-	2
8189	UAVs to detect methane at solid waste landfills.	4/1/17	4/30/18	-	4
11308	Electronic platform to deliver communication skills.	3/14/19	9/14/19	-	1
7777	SaaS enabled ride-sharing platform.	5/1/16	10/31/16	-	14
8591	Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	7/19/17	1/18/18	-	1
11343	Platform to facilitate peer-to-peer educational experiences within local communities.	11/1/18	2/28/19	-	2
8187	Platform for building B2B digital communities using proprietary blockchain technology. Members of customer's communities are able to conduct commercial activities with one another with no fear of fraud or cybercrime.	6/1/18	12/31/18	-	1.5
<b>SPARK Central - 3rd Floor</b>				<b>0</b>	<b>3</b>
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language, and preferences.	1/1/18	6/30/18	-	3

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
<b>SPARK Central - 4th Floor</b>				<b>72</b>	<b>154.5</b>
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	9/1/17	2/28/17	5	10
4803	An intuitive integrated display that retrieves medical data.	4/25/16	10/25/16	5	6
7374	Augmented reality app for immersive digital experiences based on children's books.	6/1/17	2/15/19	3	3
11254	N/A	3/1/19	8/31/19	1	1
8037	Mobile software which provides reassurance of the safety and wellbeing of aging loved ones living independently.	9/6/16	4/1/19	3	7
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	9/1/18	2/28/19	1	3
11514	Automation and custom panel build industry.	3/1/19	5/31/19	3	40
8588	Search Fund, an investment vehicle to purchase a small business.	8/1/17	1/31/18	1	1
8116	Social media listening and analysis software utilizing machine learning.	6/1/17	11/30/17	5	9
11376	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.	3/1/19	10/1/19	6	6
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	3/12/19	9/12/19	3	2
8050	Employee engagement SaaS app.	12/1/17	5/31/18	5	12
7336	Supply chain software.	1/1/19	12/31/19	3	12
6835	Combustion cycle and injection technology.	4/5/19	9/30/19	16	8
8359	Device identification technology to help the digital display advertising more effectively target audiences.	9/1/17	2/28/18	2	7
8806	Turnkey passive home entry module.	7/13/18	1/16/19	3	4
8797	Off-the-shelf machine learning applications.	3/1/18	8/31/18	3	7
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	7/1/17	12/31/17	1	4.5
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	3/25/19	9/25/19	1	4.5
10190	Visual recognition and machine learning technology utilizes a knowledge base that correlates body shape and proportion to silhouette and design to automatically curating clothing assortments into custom boutiques built for each shopper's shape and proportion.	6/1/18	12/31/18	2	7.5
<b>SPARK East - Seated</b>				<b>18</b>	<b>24</b>
1782	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	3/15/14	3/15/19	5	7
5604	Online language learning platform.	9/1/18	9/1/19	2	1
5604	Online language learning platform.	7/1/17	12/31/18	1	1

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
8366	Physiological performance data analytics company.	1/1/19	12/31/19	10	8
1782	Laser imaging systems integrator for combustion diagnostics, materials, and spectroscopic analysis.	3/15/19	3/15/24	-	7
<b>SPARK East - Virtual</b>				<b>0</b>	<b>25.5</b>
11172	Pharmaceutical to treat NASH and vascular anomalies.	11/1/18	4/30/19	-	5
8255	Communications software for B2B or B2C companies.	10/1/18	3/31/18	-	3
8636	Guided meditation and respiratory biofeedback app.	2/1/18	7/31/18	-	2
3965	Window products that let air in but keep the rain out.	12/1/17	12/31/18	-	5
7927	Mobile platform for connecting people with the same chronic conditions.	1/1/19	6/30/19	-	1
11252	Two wheeled 'series hybrid' for developing markets.	3/21/19	9/21/19	-	1
3549	Disposable patient lifting system.	9/7/10	3/31/16	-	3
8885	Streetwear clothing company.	3/1/18	8/30/18	-	3
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	10/24/18	4/24/19	-	1.5
11312	Decentralized cryptocurrency exchange.	9/1/18	12/31/18	-	1
<b>Total (82 Companies)</b>				<b>112</b>	<b>351.5</b>



## Hosted Networking and Educational Events

This quarter's events are broken down by month in the following table.

Event Name	Date	# of Entrepreneurs	# of Attendees	Purpose of Event
Fintech Meetup	1/16/19	N/A	14	Learning and sharing about all things FinTech (Finance + Technology).
BD Legislative Delegation Briefing	1/17/19	N/A	35	N/A
Engage Affect	1/17/19	N/A	N/A	Sponsorship of entrepreneur events in Ann Arbor.
Game Developer Meetup	1/17/19	N/A	35	International Game Developers Association brings Michigan's game-dev community together.
SPARK.ed taught by Ted Dacko	1/23/19	20	20	Exploring four common sales challenges entrepreneurs face.
Do: Better Sponsorship	2/5/19	N/A	N/A	Sponsorship for exposure during upcoming event and staff execution of future events.
BD Career Services Connect Event	2/7/19	N/A	50	Professionals from Saxony, Germany pursuing international collaboration with companies in Ann Arbor.
SPARK.ed taught by Ted Dacko	2/13/19	15	15	Exploring four common sales challenges entrepreneurs face.
Spellbound Graduation	2/13/19	N/A	100	Going away celebration for Spellbound.
R Meetup	2/18/19	N/A	25	Meetup for individuals interested in topics related to R Language.
ASA Meetup	2/19/19	N/A	12	Meetup for individuals interested in topics regarding the American statistical association.
Fintech Meetup	2/20/19	N/A	28	A group for anyone interested in learning and sharing about all things FinTech (Finance + Technology).
A2 Mobility Meetup	2/26/19	N/A	30	Mobility meetup for thought leaders in Ann Arbor.
Pitch Club	2/27/19	N/A	70	Ann Arbor pitch competition for startups in the area.
Intermittent Partner Sponsorship	3/3/19	N/A	N/A	Future event for a2Tech360
Middle West	3/8/19	N/A	3000	Michigan House at SXSW sponsorship of events, badges, exposure, etc.
Engage Affect	3/9/19	N/A	N/A	Networking collaboration on the impact of community building.
BioArbor	3/13/19	N/A	45	Experts speak on how to create an investor-friendly financial model for our business
SESI Midwest Entrepreneurship Conference	3/15/19	N/A	N/A	Annual entrepreneurship conference hosted by Eastern Michigan University.
SPARK.ed taught by Arbor Dakota	3/20/19	N/A	7	Getting over the entrepreneur myopia.

<b>A2 Student Tech Trek</b>	3/22/19	N/A	60	Opportunity for students and employers to connect.
<b>SPARK.ed taught by Huck Finch</b>	3/27/19	N/A	18	Identify your X-factor, clear value prop and elevator pitch for your brand.
<b>SPARK.ed</b>	3/27/19	N/A	N/A	Instructor for SPARK.ed taught by Huck Finch
<b>International Gamers Association Meet-Up</b>	3/28/19	N/A	22	N/A
<b>SPARK.ed taught by Bud Gibson</b>	3/31/19	N/A	48	Best practices to effectively gain and manage influencers on social media platforms.
<b>Total (26 Events)</b>		<b>35</b>	<b>3634</b>	

## Microloans

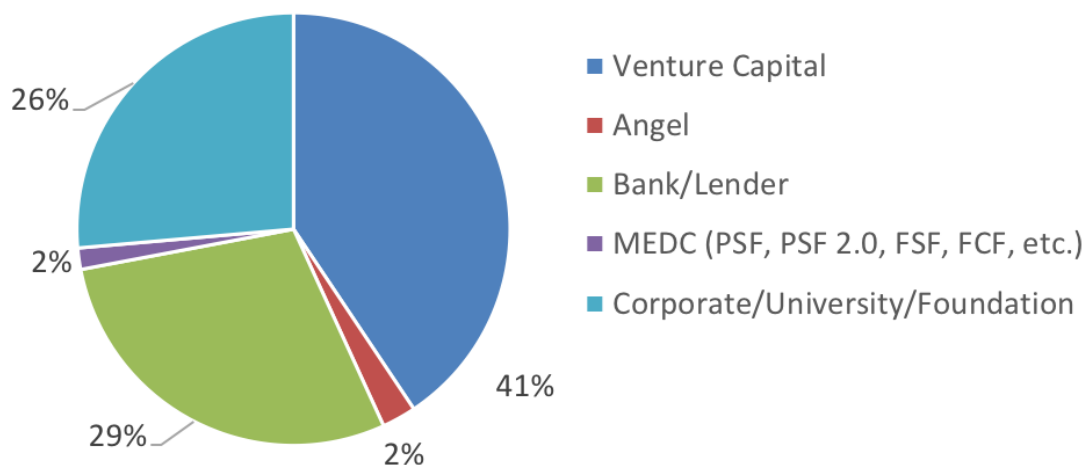
<b>Number of loans currently outstanding:</b>	<b>10</b>
<b>Current total loan amount outstanding</b>	<b>\$480,697.67</b>
<b>Loan amounts repaid this fiscal year</b>	<b>\$19,523</b>
<b>Loans written off this fiscal year</b>	<b>\$33,917</b>
<b>Cumulative Jobs retained</b>	<b>97</b>
<b>Cumulative net Jobs created</b>	<b>11</b>
<b>Payment made back to LDFA this fiscal year</b>	<b>0</b>
<b>Current balance of the microloan account</b>	<b>\$29,532.28</b>

## 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	Total Amount (\$)
<b>Venture Capital</b>		<b>\$9,620,000</b>
3644	Private Capital	\$7,875,000
1286	TKM Ventures	\$220,000
8050	RPM Ventures, Grand Ventures	\$625,000
7032	Agilent Technologies	\$900,000
<b>Angel</b>		<b>\$603,600</b>
8050	8 Angels	\$545,000
7032	5 Angels	\$58,600
<b>Bank/Lender</b>		<b>\$6,828,000</b>
1471	Fifth Third Bank	\$3,650,000
1471	Fifth Third Bank	\$2,800,000
1471	Fifth Third Bank	\$378,000
<b>MEDC (PSF, PSF 2.0, FSF, FCF, etc.)</b>		<b>\$378,000</b>
8050	Invest Michigan	\$250,000
7032	Invest Michigan, Invest Detroit	\$128,000
<b>Corporate/University/Foundation</b>		<b>\$6,250,000</b>
7448	Series A Investment Round led by Blue Cross Blue Shield Venture Partners	\$5,000,000
8050	MINTS	\$500,000
7032	MINTS	\$750,000
<b>Total (14 Transactions)</b>		<b>\$23,679,600</b>

Quarter 3 Capital Transactions







# Integrated Marketing Plan



## Marketing Performance Metrics | Q3

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 18 – 19, Q3	Compared to Last Quarter
<b>Website Visits</b> 	Visits to our website will raise awareness and provide valuable tools and resources.	48,736	<b>+ 14%</b>
<b>Video Views</b> 	Video views on multiple platforms to reach wider audiences.	71,530	<b>+ 65%</b>
<b>Social Media Impressions</b> 	General visibility on a variety of popular social media platforms.	826,826	<b>- 21%</b>
<b>Social Media Interactions</b> 	Direct, positive interactions with people from all over the world.	16,154	<b>- 57%</b>



## Methodology

### Initial Data Entry

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

### Retained FTEs

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

### Current FTEs

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

### Annual Survey

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

### Jobs Created

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

## Software

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

1. TrueJob: \$5,550.00 – Job board platform for economic development organizations and trade associations.
2. Calendly: \$96.00 – Scheduling software.
3. Salesforce: \$286.97 – Customer relationship management (CRM) platform.
4. Zendesk: \$474.00 – Customer experience tool to help manage the incubators.
5. DocuSign: \$1,782.86 – Electronic signature service for documents/agreements.
6. Salesforce: \$2,811.00 – Customer relationship management (CRM) platform.
7. Zendesk: \$375.00 – Customer experience tool to help manage the incubators.

## 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.