LDFA Report – Ann Arbor SPARK 2018

Third Quarter
2017-2018

$244K
Support
for
companies

134
Companies
Served

15
Companies
Created

Jobs
47.5
jobs created

470
current FTEs

675
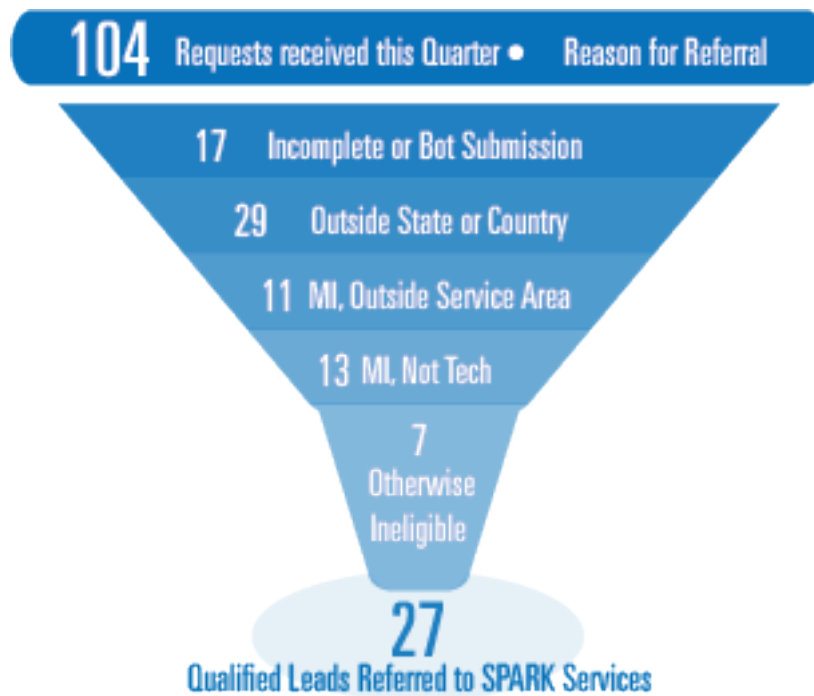Event
Attendees

Funds
Raised
$8.1 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: *January 1, 2018 –March 31, 2018*

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
8778	Portable oxygen concentration device.
8832	Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.
11120	Cross-MBA trips for students from several universities before their MBA program begins.
8834	Month-to-month car subscription with insurance, maintenance and roadside assistance included.
8769	Automated legal document generation software.
8831	Matching hunters with land and lodging to hunt wild game with sponsored hunting outfitters.
8774	V2X software to make roads and vehicle-to-everything interactions safer.
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.
8884	Interactive financial education suite of services that seeks to empower young adults and their families.
8631	Productizing marketing growth tools.
8651	Proprietary chip, camera, and image processing software package, to verify that a tissue sample has enough tissue to make a diagnosis.
8453	Wireless wetness detection system with IoT capability.
8377	Software to enable companies to detect and respond to ransomware.
8657	Digital health predictive analytics company initially targeting critical care and emergency wards in hospitals of all sizes.
8794	Software application that guides home buyers by making the transaction steps transparent to all parties.
15 Companies	

Boot Camp

The following teams are progressing through the Boot Camp program. Kickoff was on March 26th, check in day was held April 5th, and the two Mentor Days are scheduled for May 7th and 8th.

Uniq ID	Team Description	FTEs
10191	Wireless link that offers fiber-like speeds for the backhaul and last-mile connection in the network.	1
11105	Do it yourself financial planning in a digital platform.	1
11110	Web-based software package that allows patients to complete their personal and family history at home	6
11116	FAA Compliant Drone Swarm Technology.	2
11120	Cross-MBA trips for students from several Universities before their MBA program begins.	2
8001	Radiation measurement and display enabled by modern technologies.	1
8440	Web platform to facilitate end of life decisions	3
8769	Automated legal document generation software.	1
8794	Software application that guides home buyers by making the transaction steps transparent to all parties.	1
8845	Virtual reality entertainment business.	2
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	2
8889	Products designed to mimic natural predators that protect properties from wildlife damage.	2
9979	STEM-based drone model kit for educational and general use.	1
Total (13 Teams)		**25**

Work Accomplished

Look for these codes by the Uniq ID in the following tables.

M = Mobility Company
Y = Ypsilanti Company
U = University of Michigan affiliated

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

Uniq ID	Company Description	FTEs	Billed Support
2028	Book and videos teaching Chinese to English speaking children.	4.5	$600
8777	Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	2	$1,000
	Totals (2 Companies)	**6.5**	**$1,600**

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

Company Description	Project Description	FTEs	Billed Support
10433 M		4	$4,000
V2X software to make roads and vehicle-to-everything interactions safer.	Accounting Setup.	4	$4,000
11127		2	$2,100
Field service software for organizations that need to manage a large number of complex facilities.	Video production.	2	$2,100
3965 Y		1	$5,585
Patent-pending window products that let air in but keep the rain out	Patent application.	1	$5,585
4432 U		4	$95
Life science research recruiting software.	International trademark registration.	4	$95
5604 Y		1	$1,000
Online language learning platform.	Equity incentive plan, intern and consultant agreements.	1	$790
Online language learning platform.	Equity incentive plan, intern and consultant agreements.	1	$210
65454		2	$128
Software platform applies predictive analytics to strategic decisions regarding IP management.	IP protection, corporate conversion, initial commercial agreements.	2	$128
7117 U		10	$4,617
Data processing algorithms and curated genetic database software as a service.	Website design and development.	10	$1,073
Data processing algorithms and curated genetic database software as a service.	Website design and development.	10	$248

Company Description	Project Description	FTEs	Billed Support
Data processing algorithms and curated genetic database software as a service.	Website design and development.	10	$3,297
7375 U		1.5	$18,900
Mobile app for tracking and analyzing pain data.	Execute go-to-market strategy.	1.5	$6,800
Mobile app for tracking and analyzing pain data.	Execute go-to-market strategy.	1.5	$5,700
Mobile app for tracking and analyzing pain data.	Execute go-to-market strategy.	1.5	$6,400
7656		2	$1,130
Platform matching corporations and law firms with vendors who provide ancillary legal services.	Create videos for general marketing collateral and social media content.	2	$50
Platform matching corporations and law firms with vendors who provide ancillary legal services.	Create 3 videos for lead generation, 2 videos for customer onboarding, white-papers from industry-recognized authors for content marketing. Update website to improve design and lead-gen functionality.	2	$1,080
7674 M		5	$1,500
Platform of sensors, software, and analytics that will harvest key data from manufacturing machines, processes, and people, and translate it to actionable intelligence.	Developer recruitment.	5	$1,500
7704 U		1	$2,552
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Licensing and LOI negotiation.	1	$1,532
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	Licensing and LOI negotiation.	1	$1,020
7754 U		4.5	$2,400
Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	Corporation conversion and equity plan.	4.5	$2,400
7772 U		4	$500
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	$500
7815 U		1	$380
Online learning platform for contract lawyers.	Re-skin website.	1	$380
7876 U		1	$2,000
Wearable graphene Nano electronic alcohol sensor for real-time alcohol monitoring.	Recapitalization of the company in addition to stock option and equity incentive plan.	1	$2,000
7927 U		2	$2,500
Mobile platform for connecting people with the same chronic conditions.	Trademark and term sheet.	2	$2,500

Company Description	Project Description	FTEs	Billed Support
7938		2.5	$280
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Trademark registration.	2.5	$80
Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	Trademark registration.	2.5	$200
8037		7	$10,000
Mobile software that provides reassurance of the safety and wellbeing of aging loved ones living independently.	Rebrand/position for direct-to-consumer sales.	7	$5,000
Mobile software that provides reassurance of the safety and wellbeing of aging loved ones living independently.	Rebrand/position for direct-to-consumer sales.	7	$5,000
8054 U		1	$9,580
Synthetic nanodisks which improve vaccine performance.	Negotiate initial licensing and collaboration agreement.	1	$9,580
8090 U		3	$510
Cell-based assays designed for drug screens for carcinoma drug R&D.	Accounting system setup.	3	$510
8230 M		2	$12,875
Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.	Improve the UI/ UX along with customer on-boarding process.	2	$2,875
Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.	Improve the UI/ UX along with customer on-boarding process.	2	$5,000
Shared mobility on-demand by granting electronic access and multimodal management through smartphone-based platform.	Improve the UI/ UX along with customer on-boarding process.	2	$5,000
8271 U		5	$220
Evidenced Health Risk Appraisal (HRA) program and services.	Option/license, employment and contractor, employee equity incentive plan, license agreement, master services agreement.	5	$220
8286		2.5	$4,350
Website built to match job seekers with startup jobs they are qualified for.	Segmentation and personalization of 4250 prospect database entries.	2.5	$320
Website built to match job seekers with startup jobs they are qualified for.	Segmentation and personalization of 8500 prospect database entries.	2.5	$30
Website built to match job seekers with startup jobs they are qualified for.	Marketing collateral and table top display design.	2.5	$2,000
Website built to match job seekers with startup jobs they are qualified for.	Marketing collateral and table top display design.	2.5	$2,000
8364 M U		1.5	$125
Programming language for Computer Numerical Control manufacturing.	Separation agreement.	1.5	$125

Company Description	Project Description	FTEs	Billed Support
8377		2	$1,675
Software to enable companies to detect and respond to ransomware.	Delaware corporate formation with client and end user agreements.	2	$755
Software to enable companies to detect and respond to ransomware.	Delaware corporate formation with client and end user agreements.	2	$920
8384		2	$3,630
App and cloud service to connect dietitians and their clients for efficient, timely interaction.	Full patent application.	2	$3,350
App and cloud service to connect dietitians and their clients for efficient, timely interaction.	Formation package, trademark package.	2	$280
8393		1	$2,167
B2B marketplace where businesses can easily find quality IT professionals.	Audit and optimization, landing page creation, AdWords management, downloadable content creation.	1	$1,083
B2B marketplace where businesses can easily find quality IT professionals.	Audit and optimization, landing page creation, AdWords management, downloadable content creation.	1	$1,083
8422 U		1	$3,643
A new process to manufacture custom orthotic devices by connecting orthotists with 3D printing through the cloud.	Memorandum of Understanding, license agreement, operating agreement, preparation of friends and family note documents and a business plan supplement.	1	$2,393
A new process to manufacture custom orthotic devices by connecting orthotists with 3D printing through the cloud.	Conversion to C-Corp.	1	$1,250
8434		0.5	$675
Instruments for single molecule detection of DNA, RNA and proteins.	Negotiation and drafting of contracts.	0.5	$675
8453		2	$150
Wireless wetness detection system with IoT capability.	Corporate formation package.	2	$150
8514		4	$3,450
Vulnerability assessment app for the security assessment process.	Write video script.	4	$250
Vulnerability assessment app for the security assessment process.	Video.	4	$3,200
8521		3	$1,613
A SaaS platform enabling healthcare providers to better understand their potential patients' decision patterns, language and preferences.	Product data development, product experience development, UI design.	3	$38
A SaaS platform enabling healthcare providers to better understand their potential patients' decision patterns, language and preferences.	Product data development, product experience development, UI design.	3	$1,575
8522		2	$7,500
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Sales pipeline development.	2	$2,500

Company Description	Project Description	FTEs	Billed Support
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Terms of Service, privacy policy, and parent consent form.	2	$2,500
Healthy eating challenges via mobile app to help users prevent the onset of diet-related disease.	Sales pipeline development.	2	$2,500
8534		2	$829
New chemical entity to treat Metabolic Syndrome and Type II diabetes.	License agreement.	2	$829
8556		2	$2,333
Web-based staffing platform for summer camps and prospective camp staff to find eachother.	Marketing analysis, strategy, plan, campaign design and launch.	2	$2,333
8591		1	$2,850
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.	Sales collateral development.	1	$950
Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	Sales collateral development.	1	$400
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
8601		2	$2,450
Web browser plug in allowing users and advertisers to express themselves on top of web content in a sharable manner.	Website and logo.	2	$1,875
Web browser plug in allowing users and advertisers to express themselves on top of web content in a sharable manner.	Website and logo.	2	$575
8624		1	$3,213
Safe, low cost infant sleeping beds.	Utility patent application.	1	$919
Safe, low cost infant sleeping beds.	3rd party testing.	1	$2,294
8636 Y		2	$750
Guided meditation and respiratory biofeedback app.	Corporate formation package.	2	$450
Guided meditation and respiratory biofeedback app.	Corporate formation package.	2	$300
8657 U		1	$4,994
Digital health predictive analytics company initially targeting critical care and emergency wards in hospitals of all sizes.	Financial modeling and investor document development.	1	$3,385
Digital health predictive analytics company initially targeting critical care and emergency wards in hospitals of all sizes.	Financial modeling and investor document development.	1	$1,609
8761		5.5	$9,695
System that allows companies to understand network attack from the outside-in and discover new threats and assess their global impact.	Brand experience, visual language studies, rough wireframes, and high-fidelity visual comps for the marketing homepage.	5.5	$9,695

Company Description	Project Description	FTEs	Billed Support
8771		4	$6,500
Photography marketplace to match freelance photographers with clients.	Customer acquisition strategy, market sizing.	4	$3,000
Photography marketplace to match freelance photographers with clients.	Logo, branding package.	4	$3,500
8774 M		4	$4,000
V2X software to make roads and vehicle-to-everything interactions safer.	Provide legal services regarding US entity setup, business registrations, and IP strategy.	4	$4,000
8777 U		0.5	$3,000
Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	Market launch plan.	0.5	$1,000
Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	Market launch plan.	0.5	$2,000
8778 U		1	$1,450
Portable oxygen concentration device.	Formation NDA creation term sheet	1	$1,450
8793 M		2	$9,485
A portable, 180° rear/side view vision system with no fish eye effect	Preparing tools for approaching Investors.	2	$3,225
A portable, 180° rear/side view vision system with no fish eye effect	Investor engagement.	2	$2,525
A portable, 180° rear/side view vision system with no fish eye effect	Preparing tools for approaching Investors.	2	$775
A portable, 180° rear/side view vision system with no fish eye effect	Investor engagement.	2	$2,960
8794		0.5	$3,200
Software application that guides home buyers by making the transaction steps transparent to all parties.	SAFE financing.	0.5	$1,230
Software application that guides home buyers by making the transaction steps transparent to all parties.	Company formation package.	0.5	$750
Software application that guides home buyers by making the transaction steps transparent to all parties.	SAFE financing.	0.5	$520
Software application that guides home buyers by making the transaction steps transparent to all parties.	Contractor and equity agreements	0.5	$500
Software application that guides home buyers by making the transaction steps transparent to all parties.	Website photography.	0.5	$200
8831		1	$1,500
Matching hunters with land and lodging to hunt wild game with sponsored hunting outfitters.	Corporate formation package, equity agreements.	1	$750
Matching hunters with land and lodging to hunt wild game with sponsored hunting outfitters.	Corporate formation package, equity agreements.	1	$750
8832		3	$1,502
Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	Spinout new company formation.	3	$383

Company Description	Project Description	FTEs	Billed Support
Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	Spinout new company formation.	3	$1,120
8884 U		4	$750
Interactive financial education suite of services.	Corporate formation.	4	$750
Total (49 Companies)		**120.5**	**$170,328**

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
8364	Programming language for Computer Numerical Control manufacturing.	1/15/18	4/30/18	1	1.5
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	3
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	8/1/15	1/31/17	1	2
8826	Automated business intelligence (BI) tool providing real time alerts for data quality and reporting issues.	2/1/18	7/16/18	1	1
2203	Online clothing inventory management that allows targeted retailer interaction.	9/1/17	8/31/18	6	10
8419	Next generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	12/1/17	5/31/18	5	5
8050	Employee engagement SaaS app.	10/1/17	3/31/18	3	5.5
8631	Productizing 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	1	4.5
7620	Software and simple hardware to integrate, retrieve and update personal identity information.	3/1/17	7/31/17	1	2
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	12/1/17	5/31/18	2	3
8797	Off-the-shelf machine learning applications.	1/10/18	2/28/18	2	9
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
	Total (15) Companies			**28**	**55**

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.	1/1/18	6/30/18	3
7336	Supply chain software.	11/16/15	11/15/16	8
	Total (2) Companies			**11**

Fourth Floor– *Growth Stage*

This 6000 square feet 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	5	4
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
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.	9/1/16	2/28/17	3	9
7341	Conversational IVR platform that combines voice, mobile messaging, and location-based services.	2/1/16	5/31/17	2	9
8050	Employee engagement SaaS app.	12/1/17	5/31/18	4	5.5
8206	Personality testing insights for kids aged 7-13.	9/16/16	1/31/18	2	4
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	9/1/17	2/28/18	1	3
7748	Proprietary Web-based reporting platform to build analytical, predictive reporting tools.	1/11/16	3/31/18	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
8359	Device identification technology to help the digital display advertising more effectively target audiences.	9/1/17	2/28/18	2	9
8806	Turnkey passive home entry module.	1/1/18	3/16/18	2	2
8527	We're building the tools and software infrastructure at the center of autonomous vehicle development.	10/1/17	3/31/18	2	30
8797	Off-the-shelf machine learning applications.	3/1/18	8/31/18	3	9
	Total (15) Companies			**35**	**146**

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

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

Uniq ID	Company Description	Start Date	Exit Date	FTEs
8090	Cell-based assays designed for drug screens for carcinoma drug R&D.	2/9/17	11/30/17	3
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: converts the kinetic energy of a moving vehicle into electricity.	7/1/16	1/31/18	6
1282	Technologies for integrated & 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
8769	Automated legal document generation software.	12/1/17	5/31/18	1
8519	Provides manufacturing data analytics and related IT services to small and medium size manufacturing firms	7/25/17	1/24/18	2
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	4
7651	Services to help students take action on their passions and interests.	5/1/16	1/31/18	3
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	2
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	7/15/18	1
8206	Personality testing insights for kids aged 7-13.	2/1/18	7/31/18	4
9924	Mobile imaging unit rental and brokerage.	3/26/18	9/26/18	2
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	2/1/18	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
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
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
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
8776	Custom computing solutions for genomics applications.	1/1/18	6/30/18	1
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks, and Tasers.	10/1/17	3/31/18	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	1
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	3/8/18	2
7680	Big data intelligence-as-a-service platform built for credit unions & community banks.	1/26/17	7/26/17	3
	Total (34) Companies			**125**

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, 888 people attended events.

Event Name	Date	Approx. No. of Attendees		Purpose of Event
		Entrepreneurs	Total	
SPARK.ed taught by Michael Vath	1/10/18	18	18	This workshop is about building a development plan for your product taught by Michael Vath
R Meetup	1/11/18	0	18	A meetup for the R language.
Fintech Meetup	1/17/18	0	25	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skills levels are welcome.
SPARK.ed taught by Ted Dacko	1/17/18	25	25	20 Reasons Your Startup Isn't Getting Customers taught by Ted Dacko
A2 NewTech	1/18/18	35	35	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.
A2 NewTech	1/18/18	50	50	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.
Internship Workshop for Employers	1/18/18		17	Whether you're starting from scratch or looking to bolster your current program, our hands-on workshop is designed to leave employers feeling confident in what it takes to start or enhance an internship program.
Netcapital Presentation / Event	1/23/18		32	Join Ann Arbor SPARK and Netcapital for an evening of networking, a panel on Netcapital's funding platform, and pitches by three SPARK affiliated companies that are raising rounds on Netcapital.
SPARK.ed taught by Jayne Burch	1/24/18	12	12	This workshop is about - How to Turn Your Website into a Powerful Lead Generation Engine taught by Jayne Burch
SPARK Marketing team: Ask us Anything	2/6/18	20	20	This workshop gave a broad overview of who the SPARK marketing team is, what they do, and how they can help.
R Meetup	2/8/18	0	14	A meetup for the R Language group.
Tech Trek Planning Luncheon	2/14/18		35	A planning luncheon for the companies who participated in Tech Trek 2017.
SPARK.ed taught by Ted Dacko	2/14/18	14	14	This course will cover the essentials of board management including types of boards, board dynamics, setting up a board, board communications and reporting, questions board members have, managing a board meeting and issues that can arise between and among board members, the CEO and the management team.

Fintech Meetup	2/21/18	0	50	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skills levels are welcome
NLP Meetup	2/28/18		12	Group for all Natural Language Processing (NLP) and machine learning 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.
Ann Arbor Mobility Transformation workshop	3/1/18	0	18	Information on the mobility industry and how it's transforming the world around us.
SCIC Client Lunch	3/6/18	50	50	A luncheon for the companies/tenants at SCIC.
SPARK.ed taught by Ted Dacko	3/7/18	22	22	This class will cover the basics of choosing and utilizing mentors to your best advantage. We will also discuss mentorship from the mentor point of view and cover topics like things mentors wish mentees knew.
R Meetup	3/8/18	0	15	A meetup for the R language group.
BioArbor	3/14/18	0	60	BioArbor, an entirely volunteer run organization, hosts educational networking events for the life sciences industry in the greater Ann Arbor area. BioArbor events explore technology commercialization (product, device, and service), financing strategies, business development, regulatory affairs, marketing, and other topics useful to life science entrepreneurs.
SPARK.ed taught by Kai Stubbel	3/14/18	8	8	This three-hour session will provide participants with tools to help recognize different types of conflict and resolve differences with and among others before small issues become unmanageable.
A2 NewTech	3/20/18	50	50	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.
Fintech Meetup	3/21/18	0	15	This is a group for anyone interested in learning and sharing about all things FinTech (Finance + Technology). All skills levels are welcome
Blue Ocean Strategy Fireside Chat	3/30/18		60	A talk from world-renown author Renée Mauborgne on "*Blue Ocean Shift,*" the recently released *NY Times* and #1 *Wall Street Journal Bestseller* and follow-on to the global bestselling "*Blue Ocean Strategy*".
Total (24 Events)		304	675	

Microloans

Number of loans currently outstanding:	**14**
Current total loan amount outstanding	$547,330.22
Loan amounts repaid this fiscal year	$81,183.44
Loans written off this fiscal year	$106,616.56
Jobs retained	97
Jobs created	12
Current balance of the microloan account	$91,205

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
7374	Augmented reality app for immersive digital experiences based on children's books.	$500	3
8422	A new process to manufacture custom orthotic devices by connecting orthotists with 3D printing through the cloud.	$8,788	1
7656	Platform matching corporations and law firms with vendors who provide ancillary legal services.	$6,000	2
6522	Development and implementation of online negotiation systems for courts and constituents.	$3,000	10
8774	V2X software to make roads and vehicle-to-everything interactions safer.	$16,000	4
8610	Product to improve Inventory management, waste reduction, foam reduction, and precision carbonation control of draft beverages.	$825	2
7704	Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring/analysis.	$8,100	1
7816	Application to detect, quantify, and in many cases automatically fix inefficiencies in large-scale, enterprise software systems.	$4,000	1
7066	Platform to accept and manage concussion-tracking data collected from helmet sensors.	$13,000	0.5
8041	Proprietary process for joining of dissimilar materials (aluminum-to-advanced high strength steel).	$450	5
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	$1,950	2
8286	Website built to match job seekers with startup jobs they are qualified for.	$4,000	2.5
	Total (12) Companies	**$66,613**	**34**

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.

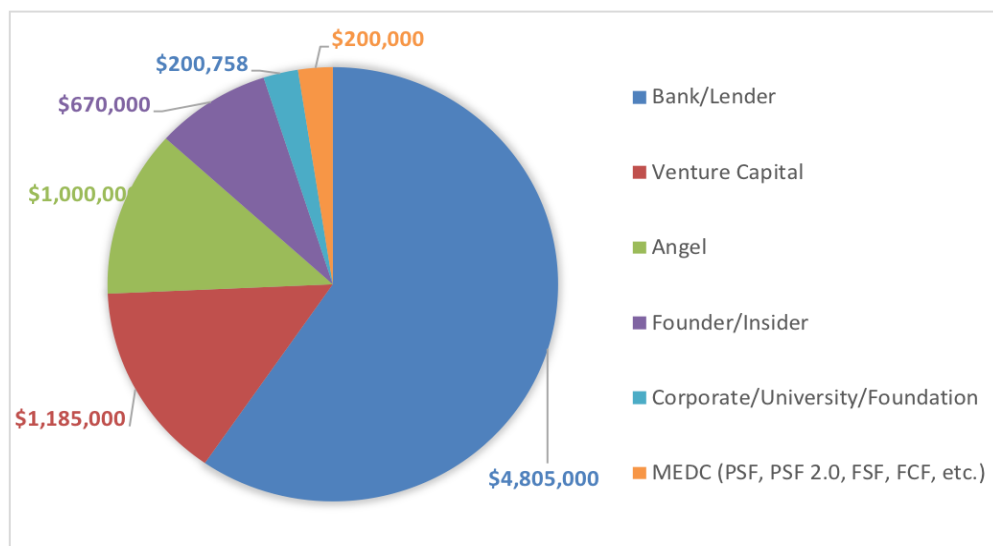| Uniq ID	Company Description	Billed Support	FTEs
8556	Web-based staffing platform for summer camps and prospective camp staff to find eachother.	$2,438	2
8591	Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	$459	1
	Total (2) Companies	**$2,897**	**3**

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 kicked off mid-June and will run into mid-August. As of the writing of this report, 65% (15/23) of this past summer's clinic had found either full or part time jobs in the Southeast Michigan tech economy. Of the eight who did not, one is looking for full-time work. The other seven have continued as full-time students. We expect the percentage to climb over time.

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	$1,185,000
4471	North Coast Technology and angels	$185,000
4803	Qualcomm Ventures	$1,000,000
	Angel	$1,000,000
7143	N MI angels, Colorado Angels	$100,000
3010	-	$195,000
8050	-	$250,000
7362	3 angels plus MAF	$185,000
4471	5 angels and MAF	$120,000
1471	-	$250,000
	Bank/Lender	$4,805,000
1471	Chase Bank	$2,300,000
1471	Chase Bank	$2,000,000
1471	Chase Bank	$500,000
2028	-	$5,000
	MEDC (PSF, PSF 2.0, FSF, FCF, etc.	$200,000
8050	Invest Michigan	$150,000
7143	Invest Michigan	$50,000
	Founder/Insider	$670,000
8050	-	$400,000
1286	-	$255,000
1796	-	$15,000
	Corporate/University/Foundation	$200,758
279	Patient Organizations	$200,758
	Total (18 Transactions Reported)	**$8,160,758**

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*	21.1%	20%	Above by 1.1%	Beat industry standard (18%) by 2%. *Not cumulative
Entrepreneurial Services Webpage Views	46,933	59,211	79%	Increase Page Views to ES by 3,000 annually above 2013-2014 fiscal year.
Webpage Visits by Ann Arbor Residents	31,679	74,072	43%	Increase visits to the website from Ann Arbor overall by 5,000 annually over 2013-2014 fiscal year.
Social Media Referrals	1,522	4,297	35%	Increase visits from Ann Arbor to website from social media by 500 visits above 2013-2014 fiscal year.
Video Views	3,886	5,506	70.6%	Increase video plays from Michigan by 500 annually above 2013-2014 fiscal year.
PR Views & Hits	6,243	25,000	25%	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:

1. **Zendesk**: *$300* – Annual subscription. Customer experience tool to help manage the incubators.
2. **DocuSign**: *$480* – Annual subscription. Document execution and management platform.

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.