

# LDFA REPORT 2021 - 2022

## ANN ARBOR/YPSILANTI SMARTZONE

# Q4

**203** COMPANIES  
SERVED

**145** JOBS  
CREATED

**8** COMPANIES  
CREATED

**\$100M** FUNDS  
RAISED  
INVESTMENTS & GRANTS

**\$462K**  
DIRECT SUPPORT

## Raising Investment? Keep that Company Profile Updated!

You wouldn't want to have outdated information on your website — and the same goes for your company profile on investment-related platforms. Investors use platforms like PitchBook, Crunchbase, and CBInsights to size up startups and gather intel on investment opportunities.

 CBINSIGHTS

 crunchbase

 PitchBook

Many of these platforms allow you to update your information for free, so maintaining an up-to-date presence enables your company to showcase recent activities and successes — and helps the right investor and partner find you.

All three are software-as-a-service (SaaS) companies that give users access to financial data concerning private capital markets. They collect and compile publicly available sources of information and provide analytical tools to help users make sense of all that collected data.

### SCHEDULE A SESSION WITH THE SPARK TEAM TO:

- Learn about the competitive landscape and keep tabs on other companies working in your same space. Review competitor profiles and set alerts to track their moves. Pitchbook gives visibility to the flow of money, so you can see when companies get funding and how they are making investments — both of which will help you better understand the trends driving your industry
- Determine which investors are most likely to fund your company. With access to detailed investor data, you can use PitchBook to create a targeted list of active investors in your industry by stage and geographic location.

## MI-HQ Acquires Eastern Michigan University College of Business Building

Michigan Innovation Headquarters (MI-HQ)—a leader in developing innovative life science and technology workspaces—has entered a purchase agreement for Eastern Michigan University's former College of Business headquarters, the Gary Owens Building, in downtown Ypsilanti. The building will be purchased for \$2.6 million and will undergo an additional \$10 million renovation to build an innovative shared workspace for STEM companies.

MI-HQ plans to fully renovate the 130,000 sq. ft building to provide a functional space for entrepreneurs and scientists while supporting the growth of Ypsilanti. The space is estimated to open in the first quarter of 2023 and will provide 300 new jobs to the city.

The building acquisition was a collaboration between Ann Arbor SPARK, Eastern Michigan University, the City of Ypsilanti, Washtenaw County, and Michigan Economic Development Corporation (MEDC).

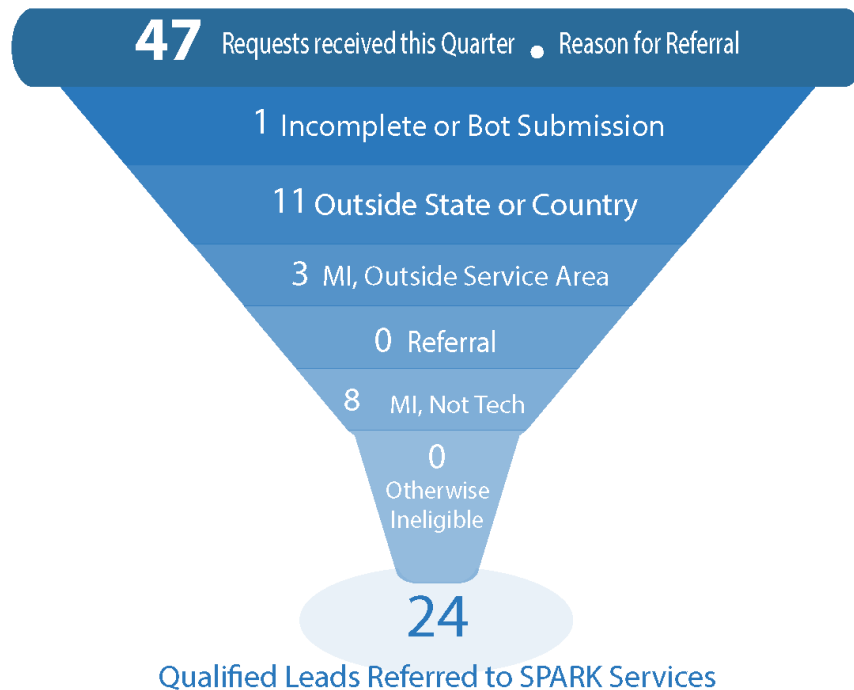


The building will be on the Ypsilanti tax rolls for the first time, providing significant additional revenue to the city. Ann Arbor SPARK estimated the space will provide over \$1.1 million of net benefits to the City of Ypsilanti in a 10-year span.

# Ann Arbor-Ypsilanti SmartZone

## Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: April 1, 2022 – June 30, 2022



## Business Accelerator Intake – Phase I

### Companies Created

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

- M = Mobility company
- U = University affiliated
- Y = Ypsilanti company

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

Uniq ID	Description
16547	Develops novel and more effective therapeutics in the areas of cardiovascular, metabolic, and infectious diseases.
16407	An all-in-one marketplace and digital platform for end-of-life and after-loss planning.
16414	A free-to-use website and mobile platform that uses A.I. to provide personalized gift recommendations.
16477	Transforming agriculture waste into Nanocellulose compositions while reducing environmental damages and generating significant economic benefits.
16247	A comprehensive B2B-e commerce and inventory management platform - focusing on helping grocery stores and restaurants with access to the best wholesale suppliers at the best prices.

Uniq ID	Description
16284U	A polymer tongue and voice box/vocal folds simulator made available in a "toolbox" for artists, academics, and physicians.
16456U	Helps everyday voters by making candidate information easily accessible, having quizzes to understand the democratic process better, and generating new ways to donate and support candidates for small donors in America.
16351MY	Retrofitting kits that give consumers the opportunity to upgrade their gasoline dirt bikes to electric.
<b>Total (8 Companies: Mobility = 1, University = 2, and Ypsilanti = 1)</b>	

## Business Acceleration

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

Uniq ID	Description	FTE's	Total Support
16308	Educational mobile app that generates interactive captions for college lectures.	1	\$900.00
16548	A method of performing a radiological biopsy and associated system includes scanning a living human subject with a CT scanner.	0	\$1,200.00
<b>Total (2 Companies)</b>		<b>1</b>	<b>\$2,100.00</b>

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

Description	Opportunity Description	FTE's	Billed Support
<b>8769</b>		<b>1</b>	<b>\$3,000.00</b>
Automated legal document generation software.	Build three sales presentations and develop a full sales partnership program.	1	\$1,000.00
	Build three sales presentations and develop a full sales partnership program.	1	\$1,000.00
	Build three sales presentations and develop a full sales partnership program.	1	\$1,000.00
<b>8636Y</b>		<b>2</b>	<b>\$1,718.00</b>
Guided meditation and respiratory biofeedback application.	Transaction advisory services.	2	\$1,718.00
<b>8377</b>		<b>2</b>	<b>\$3,350.00</b>
Software to enable companies to detect and respond to ransomware.	Re-review the legal documents, draft founder separation documents, and assist with reviving the company in Michigan and Delaware.	2	\$1,335.00
	Re-review the legal documents, draft founder separation documents, and assist with reviving the company in Michigan and Delaware.	2	\$583.75
	Re-review the legal documents, draft founder separation documents, and assist with reviving the company in Michigan and Delaware.	2	\$1,431.25
<b>8229U</b>		<b>3</b>	<b>\$7,710.00</b>
Neuroprotection for retinal diseases.	Determine technology readiness, describe competing approaches, understand the advantages and disadvantages of technology relative to competing programs, summarize program risks with strategies to mitigate them, and identify non-ocular targets.	3	\$4,875.00
	Patent prosecution advisory services.	3	\$2,835.00
<b>8132Y</b>		<b>2</b>	<b>\$10,000.00</b>

Description	Opportunity Description	FTE's	Billed Support
DNA and bioinformatics analysis and collaboration platform.	Website, videos, direct sales and partnership plans.	2	\$10,000.00
<b>16407</b>		<b>1</b>	<b>\$525.00</b>
An all-in-one marketplace and digital platform for end-of-life and after-loss planning.	LLC formation.	1	\$525.00
<b>16351M</b>		<b>2</b>	<b>\$540.00</b>
Retrofitting kits that give consumers the opportunity to upgrade their gasoline dirt bikes to electric.	Revise current operating agreement, prepare member buy/sell agreement, prepare accident waiver release, and prepare non-disclosure agreement.	2	\$540.00
<b>16284U</b>		<b>1.5</b>	<b>\$1,200.00</b>
A polymer tongue and voice box/vocal folds simulator made available in a "toolbox" for artists, academics, and physicians.	Two photoshoots.	1.5	\$1,200.00
<b>16271Y</b>		<b>1</b>	<b>\$10,000.00</b>
Dedicated to translating the business potential of breakthrough bioscience technologies in targeted geographies.	Develop the business and funding model for the company.	1	\$10,000.00
<b>16184</b>		<b>1</b>	<b>\$4,412.50</b>
A means of improving oral care compliance in mechanically ventilated patients in order to reduce the real-world rates of ventilator associated pneumonia.	Annual filing support and customer agreement reviews.	1	\$1,000.00
	Design services to build 3D CADD models.	1	\$412.50
	To assist with general regulatory strategy, provide guidance on testing requirements, and answer questions regarding best regulatory practices.	1	\$3,000.00
<b>16183</b>		<b>2</b>	<b>\$1,132.00</b>
Linking NFTs to physical objects.	Business and patent consulting.	2	\$1,132.00
<b>16171</b>		<b>3</b>	<b>\$16,125.00</b>
Virtual cybersecurity officer services to small and medium-size organizations.	Marketing program and content management system.	3	\$4,750.00
	Marketing program and content management system.	3	\$1,375.00
	Legal services: angel financing, subscription and partnership agreements.	3	\$10,000.00
<b>16154U</b>		<b>2</b>	<b>\$20,000.00</b>
A urinary catheter extension for early UTI detection.	RFQ development and support.	2	\$10,000.00
	Evaluate the current status of the prototypes/device design with respect to the performance characteristics and documentation packet.	2	\$10,000.00
<b>15418</b>		<b>3</b>	<b>\$800.00</b>
A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	Development of Class II CPAP accessory.	3	\$800.00
<b>15410M</b>		<b>2</b>	<b>\$2,850.00</b>
An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	Operation and system improvement strategy.	2	\$2,850.00
<b>15389</b>		<b>2</b>	<b>\$5,050.00</b>
A pay-it-forward system to purchase gifts of cheer for their friends and family.	App testing and pilot launch.	2	\$3,450.00
	App testing and pilot launch.	2	\$1,600.00

Description	Opportunity Description	FTE's	Billed Support
<b>15378M</b>		<b>0.5</b>	<b>\$8,640.00</b>
A company that provides a robotics platform for autonomous mobility solutions in a variety of industries.	Enhancements to already developed app.	0.5	\$8,640.00
<b>15340M</b>		<b>2</b>	<b>\$686.25</b>
A type of Li-ion battery capable of high energy density and extreme fast charging.	Company formation.	2	\$686.25
<b>15339</b>		<b>11</b>	<b>\$964.00</b>
A disruptive process which will revolutionize and cause standardization of Traumatic Brain Injury (TBI) diagnosis and treatment.	Research market segments and sizes, develop initial sales strategies, identify other, similar research and competitive products.	11	\$480.00
	Support NIH SBIR submission.	11	\$165.00
	Support NIH SBIR submission.	11	\$287.00
	Research market segments and sizes, develop initial sales strategies, identify other, similar research and competitive products.	11	\$32.00
<b>15335U</b>		<b>2</b>	<b>\$697.50</b>
A frontline psychoeducation program for pregnancy and early parenting.	To begin the stream of revenue by launching sales of SMC end-user license agreements (EULAs).	2	\$217.50
	To begin the stream of revenue by launching sales of SMC end-user license agreements (EULAs).	2	\$480.00
<b>15288</b>		<b>1</b>	<b>\$7,200.00</b>
An app aiming to create a life free from sexually transmitted infections.	Build a website and product video.	1	\$3,000.00
	NDA, trademark, and copyright filing.	1	\$750.00
	Independent contractor agreement and convertible promissory note.	1	\$3,450.00
<b>15282Y</b>		<b>2</b>	<b>\$10,100.00</b>
A digital identity and vital information storage and exchange platform.	Employment/independent contractor package and trademark.	2	\$2,500.00
	Employment/independent contractor package and trademark.	2	\$1,000.00
	Employment/independent contractor package and trademark.	2	\$4,000.00
	Website and logo design.	2	\$2,600.00
<b>15272</b>		<b>2</b>	<b>\$5,000.00</b>
A prophylactic Pseudomonas aeruginosa (Pa) vaccine created from a proprietary vaccine development platform.	To assist client in evaluation of technology and define a feasible vaccine candidate, establishing strategy for executing a product development plan with timelines and target budgets, and be a resource for initiating an optimal company structure.	2	\$5,000.00
<b>15266</b>		<b>4</b>	<b>\$8,480.00</b>
A unified multi-facing ecosystem that handles the entirety of an individual's life.	Programming all of the front-end 3D spatial programs and 3D spatial objects.	4	\$2,400.00
	Developing 3D spatial front end in Unreal 5 for the SingularityOSN project.	4	\$2,880.00
	Developing 3D spatial front end in Unreal 5 for the SingularityOSN project.	4	\$3,200.00
<b>15264</b>		<b>5</b>	<b>\$7,500.00</b>

Description	Opportunity Description	FTE's	Billed Support
A creator financing and NFT marketplace.	Assistance with the development, implementation, and maintenance of a funding portal compliance program.	5	\$2,500.00
	Branding.	5	\$5,000.00
<b>15259</b>		<b>4</b>	<b>\$10,000.00</b>
A wellness platform that offers a spectrum of human-centered connection for users that can be profoundly impactful to underserved communities.	Design the mobile experience to build a beta dating platform.	4	\$10,000.00
<b>15241</b>		<b>4</b>	<b>\$8,577.50</b>
A platform that utilizes biosignals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.	U.S. Provisional Application No. 63/270,733 for Devices, Systems, and Methods for Managing Resilience filed 10/22/2021 U.S. Provisional Application No. 63/214,535 for Devices, Systems, and Methods for Mental Health Assessment filed 6/24/2021.	4	\$3,743.75
	U.S. Provisional Application No. 63/270,733 for Devices, Systems, and Methods for Managing Resilience filed 10/22/2021 U.S. Provisional Application No. 63/214,535 for Devices, Systems, and Methods for Mental Health Assessment filed 6/24/2021.	4	\$4,833.75
<b>15196</b>		<b>3</b>	<b>\$12,300.00</b>
A children's app aimed at fostering social and emotional intelligence for three- to seven-year-olds in the U.S.	Operating agreement, contractor agreement, copyright and trademark application, enforce trademarks and copyrights, prepare and negotiate non-disclosure agreements, prepare and negotiate the agreements with investors and partners.	3	\$9,800.00
	Perform patentability search for subject technology to assess both subject matter eligibility and novelty.	3	\$2,500.00
<b>15179</b>		<b>4</b>	<b>\$13,000.00</b>
Capital and technology enabled platform that will aid tenants, help them preserve their capital, and win landlords more lease deals.	Fiber installation and services legal agreements.	4	\$7,016.00
	Fiber installation and services legal agreements.	4	\$5,984.00
<b>15159</b>		<b>1</b>	<b>\$1,200.00</b>
Helps healthcare companies know what germs are growing in their clinical environments.	Website development.	1	\$1,200.00
<b>15090</b>		<b>6</b>	<b>\$6,280.00</b>
Digital health and education company with a proven program to reduce weight and thus improve non-alcoholic fatty liver disease (NAFLD) for its members.	Website enhancements.	6	\$6,280.00
<b>14747</b>		<b>2</b>	<b>\$500.00</b>
A video game advertising agency that helps businesses and brands promote their products.	Finish illustrating the 4 pieces of Dodgy Diet game over background art and create 1 piece of Instagram marketing content for customers to post on their Instagram.	2	\$500.00
<b>14689</b>		<b>2</b>	<b>\$11,480.00</b>

Description	Opportunity Description	FTE's	Billed Support
A multi-functional microscope that reveals fundamental and structural material characteristics.	Legal service - non-provisional patent.	2	\$11,480.00
<b>14687</b>		<b>1</b>	<b>\$7,400.00</b>
A portable and effective tool to measure changes in reaction time and executive function for physicians.	Write and submit the breakthrough device submission and field follow up from the FDA.	1	\$7,400.00
<b>14265U</b>		<b>0.5</b>	<b>\$4,800.00</b>
An engineering services company specializing in helping companies improve their metal forming material efficiency.	Brand identity and website redesign.	0.5	\$4,800.00
<b>12937</b>		<b>2</b>	<b>\$1,762.50</b>
A self-sanitizing door handle by ultraviolet (UV) light.	Preparation and filing of utility patent protection and design patent application.	2	\$1,762.50
<b>12929YM</b>		<b>1</b>	<b>\$1,877.85</b>
A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto businesses to share their cars, passion, auto skills, or expertise with guests.	Auto Influencer template agreement.	1	\$1,350.00
	Partnership agreements, option plan, and trademark.	1	\$27.85
	Six videos for the app.	1	\$500.00
<b>12134U</b>		<b>1</b>	<b>\$660.50</b>
A personal air purification device to solve the problem of people being unable to live active lives in places with unhealthy air quality.	B2B customer license/sale terms and discretionary contract work.	1	\$264.00
	B2B customer license/sale terms and discretionary contract work.	1	\$396.50
<b>12128U</b>		<b>3</b>	<b>\$1,591.40</b>
An artificial intelligence software platform that uses real-time in the catheterization lab to process conventional angiograms and automate a quantitative clinical assessment of coronary artery disease (CAD) patients.	QuickBooks set-up and implementation.	3	\$403.90
	QuickBooks set-up and implementation.	3	\$187.50
	Animated motion graphic video.	3	\$1,000.00
<b>12036U</b>		<b>1</b>	<b>\$5,000.00</b>
An automated leasing and marketing for any property management firm to book more tours.	Conversion from a Michigan limited liability company to a Delaware corporation, including plan of conversion, certificates of conversion, and corporate organizational documents.	1	\$5,000.00
<b>12031MU</b>		<b>0</b>	<b>\$1,697.50</b>
Multi-dimensional electromagnetic energy convertor (EMEC) that increases the power density of conventional solar modules.	Formation and organization, advise on U-M patent option or licensing agreement, development of corporate agreements, and pre-seed investor financing agreements and securities compliance.	0	\$1,697.50
<b>12030</b>		<b>20</b>	<b>\$1,136.66</b>
English Sign Language (ESL) educational technology platform that includes business culture training.	Design, maintenance, development, and strategy for websites.	20	\$1,136.66
<b>11986</b>		<b>1</b>	<b>\$229.00</b>
A cloud-based video studio that allows users to stream live self-produced video content to all the major social media platforms.	Company formation, intellectual property, and contractual and compliance services.	1	\$229.00
<b>11979</b>		<b>1</b>	<b>\$11,251.50</b>



Description	Opportunity Description	FTE's	Billed Support
A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	To update the remaining content in the toolkit library into the new format.	1	\$2,600.51
	Incorporate new product features and enhance chatbot.	1	\$2,430.00
	To update the remaining content in the toolkit library into the new format.	1	\$2,000.40
	To update the remaining content in the toolkit library into the new format.	1	\$3,000.59
	Incorporate new product features and enhance chatbot.	1	\$1,220.00
<b>11967</b>		<b>1</b>	<b>\$6,000.00</b>
Enhance the investment performance of institutional investors through the best execution of securities finance.	Standardizing the creation of TRS agreements, digitizing terms and automating event processing, and valuing TRS and managing risk.	1	\$2,160.00
	Standardizing the creation of TRS agreements, digitizing terms and automating event processing, and valuing TRS and managing risk.	1	\$1,920.00
	Standardizing the creation of TRS agreements, digitizing terms and automating event processing, and valuing TRS and managing risk.	1	\$1,920.00
<b>11954</b>		<b>6</b>	<b>\$1,361.25</b>
A platform using progressive web app technology to help pain sufferers navigate a variety of options to better manage pain through self-management and related resources.	Legal services.	6	\$305.00
	Legal services.	6	\$556.25
	Production of 40 videos.	6	\$500.00
<b>11893M</b>		<b>3</b>	<b>\$10,000.00</b>
Developing a level 4 autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet.	Multi-sensor dataset labelling.	3	\$10,000.00
<b>11859</b>		<b>2</b>	<b>\$2,000.00</b>
Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	PR services.	2	\$2,000.00
<b>11850</b>		<b>1</b>	<b>\$352.50</b>
A cloud based robo-advisory platform for commodity hedging.	Support for equity and advisor-related agreements, reviewing investor term sheets and preparing for financing.	1	\$352.50
<b>11838</b>		<b>1</b>	<b>\$10,000.00</b>
Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify and correct incorrect form at the point of contact.	Re-develop the next-generation prototype to improve upon functionality.	1	\$10,000.00
<b>11801U</b>		<b>18.5</b>	<b>\$10,425.00</b>
A machine-learning algorithm based on parcel data, historical records, and other data sources to predict service line materials.	Marketing: website, sales pitch, etc.	18.5	\$425.00

Description	Opportunity Description	FTE's	Billed Support
A machine-learning algorithm based on parcel data, historical records, and other data sources to predict service line materials.	Website redevelopment.	18.5	\$10,000.00
<b>11634M</b>		<b>5</b>	<b>\$7,500.00</b>
Higher energy density battery that is non-flammable and cost less.	Engineering consulting.	5	\$7,500.00
<b>11606Y</b>		<b>2</b>	<b>\$4,100.00</b>
An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	Mobile UX research.	2	\$4,100.00
<b>11540MU</b>		<b>3</b>	<b>\$1,818.05</b>
Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	Onboard new employees, payroll platform set up, filing for taxes for employees, provide assistance for how to conduct payroll, and advise on how to best hire new employees.	3	\$538.50
	Onboard new employees, payroll platform set up, filing for taxes for employees, provide assistance for how to conduct payroll, and advise on how to best hire new employees.	3	\$449.45
	Help with near-term and long-term budget projections.	3	\$473.85
	Onboard new employees, payroll platform set up, filing for taxes for employees, provide assistance for how to conduct payroll, and advise on how to best hire new employees.	3	\$356.25
<b>11353</b>		<b>1</b>	<b>\$881.25</b>
Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	Drafting of form of offer letter for new employees and counseling and initial consultation regarding first uses of the same.	1	\$528.75
	Drafting of form of offer letter for new employees and counseling and initial consultation regarding first uses of the same.	1	\$352.50
<b>11252YM</b>		<b>1</b>	<b>\$763.75</b>
Two wheeled 'series hybrid' for developing markets.	Legal support for tax residency certificate.	1	\$763.75
<b>10191U</b>		<b>2</b>	<b>\$18,000.00</b>
Wireless link that offers fiber-like speeds for the back haul and last-mile connection in the network.	New patent application and continuation applications	2	\$9,500.00
	New patent application and continuation applications	2	\$8,500.00
<b>10188</b>		<b>3</b>	<b>\$660.00</b>
Software that integrates patient genetic information into electronic health records.	Optimizing the R-based software code.	3	\$315.00
	Optimizing the R-based software code.	3	\$345.00
<b>0289M</b>		<b>2.5</b>	<b>\$8,750.00</b>
Creating an automotive and security technology portfolio.	Provisional patent application.	2.5	\$4,643.75
	Provisional patent application.	2.5	\$4,106.25
<b>Total (59 Companies: Mobility = 11, University = 12, and Ypsilanti = 7)</b>		<b>169.5</b>	<b>\$321,036.46</b>

## Talent Programs

### Entrepreneur-In-Residence Program

This quarter, 26 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	Description	FTE's	Billed Support
14736	A low-code cloud software platform which software products can be rapidly built and iterated.	3	\$13,000.00
15264	A creator financing and NFT marketplace.	5	\$10,000.00
11350M	Autonomous last mile delivery trailer.	2	\$1,800.00
585	Software development with biostatistics and spatial epidemiology.	4	\$800.00
11801U	A machine-learning algorithm based on parcel data, historical records, and other data sources to predict service line materials.	18.5	\$1,500.00
11859	Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	2	\$6,000.00
15282Y	A digital identity and vital information storage and exchange platform.	2	\$1,500.00
7938	Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	3	\$1,500.00
16266	An end-to-end project management tool that consolidates all trip planning processes into one place.	2	\$7,500.00
13686U	Medical artificial intelligence to predict the need to go to ER and conditions like COVID-19 with accuracy that is precise to the individual.	1	\$6,000.00
14747	A video game advertising agency that helps businesses and brands promote their products.	2	\$9,475.00
12120	A population health infrastructure and registry tool that aggregates data from external sources to calculate physician and network performance against sets of clinical guidelines and facilitates.	5.5	\$3,200.00
11918Y	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	2	\$6,000.00
15241	A platform that utilizes biosignals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.	4	\$6,000.00
15107	An application for peer-to-peer tool and equipment rentals.	2	\$5,790.14
11900M	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	3	\$3,250.00
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	3	\$2,275.00
16143	A company that holds the exclusive license to commercialize a novel compound preventing brain cell destruction from Beta Amyloid Protein (BAP).	5	\$8,000.00
15339	A disruptive process which will revolutionize and cause standardization of Traumatic Brain Injury (TBI) diagnosis and treatment.	11	\$1,300.00
11708U	An automation software company that has software algorithm that doubles the speed of 3D printers via vibration compensation.	2.5	\$947.50
16171	Virtual cybersecurity officer services to small and medium-size organizations.	3	\$6,000.00
15389	A pay-it-forward system to purchase gifts of cheer for their friends and family.	2	\$1,850.00
7131	An education and evaluation application to reduce high diagnostic error rates.	1.5	\$4,500.00
16308	Educational mobile app that generates interactive captions for college lectures.	1	\$4,000.00

Uniq ID	Description	FTE's	Billed Support
11862U	A mobile application delivering cognitive behavioral therapy to the hands of the people who need it most.	4	\$1,025.00
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	4	\$4,960.00
<b>Total (26 Companies: Mobility = 2, University = 4, and Ypsilanti = 2)</b>		<b>98</b>	<b>\$118,172.64</b>

## Intern Matching Funds Program

The Ann Arbor SPARK internship program provides up to \$3,000 of matching funds to a qualified, growing company to support a three-month internship. 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. Any amount invoiced or billed above the matching amount is paid in part by the client.

Uniq ID	Description	FTE's	Billed Support
12840	An online peer-to-peer marketplace for parking aimed at solving parking availability and affordability problem on college campuses by using empty driveway space.	2	\$2,258.43
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	4.5	\$986.00
11353	Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	1	\$5,280.00
11367	Software for school exit loan counseling guidance process.	2	\$1,252.80
13622	Creation of gaming software and merchandise for female audiences.	3	\$1,298.21
8332	A platform high-brightness dye technology for leading biomedical applications.	8	\$3,453.03
<b>Total (6 Companies)</b>		<b>20.5</b>	<b>\$14,528.47</b>

## Digital Engagement Clinic

Uniq ID	Description	FTE's	Billed Support
14816	The Digital Engagement Clinic at EMU (interns employed directly by the Clinic).	0	\$4,704.80
<b>Total (1 Company)</b>		<b>0</b>	<b>\$4,704.80</b>

## Boot Camp

Uniq ID	Account Description	FTE's
16247	A comprehensive B2B-e commerce and inventory management platform - focusing on helping grocery stores and restaurants with access to the best wholesale suppliers at the best prices.	4
16351	Retrofitting kits that give consumers the opportunity to upgrade their gasoline dirt bikes to electric.	2
16414	A free-to-use website and mobile platform that uses A.I. to provide personalized gift recommendations.	3
16420	A multitiered building-integrated thermoelectric home energy management system (HEMS) applied at the interior, surface-level of the building envelope.	1
16456	Helps everyday voters by making candidate information easily accessible, having quizzes to understand the democratic process better, and generating new ways to donate and support candidates for small donors in America.	1
16462	Allows content creators to raise funds and monetize their work by selling Web3 Tokens that give their audience perks and participation rights.	3

Uniq ID	Account Description	FTE's
16477	Transforming agriculture waste into Nanocellulose compositions while reducing environmental damages and generating significant economic benefits.	8
16528	A community-based platform that enables instant communication between experienced handymen and self-reliant homeowners to resolve house repair/improvement problems.	3
16538	An online platform that considers an individual's in-depth personal history and journey from a biochemistry perspective.	1
16566	A proprietary online platform that will utilize blockchain technology to offer micro-denominated bond securities to non-accredited investors.	1.5
<b>Total (10 Companies)</b>		<b>27.5</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 a 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 workspaces, 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	Account Description	Start Date	Exit Date	Seats	FTE's
<b>SPARK Central Lower Level: Designated Desk</b>				7	29.5
8189	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	6/15/22	12/15/22	1	16
16566	A proprietary online platform that will utilize blockchain technology to offer micro-denominated bond securities to non-accredited investors.	6/14/22	6/14/23	1	1.5
13635	A SaaS company that targets the use of wearable sensors and related data analyses to identify COVID-19 infection early before symptoms are apparent.	4/1/22	10/1/22	0.4	1
12090	A sensor, cloud-based data management and analytics system application component for athlete’s interaction and communication.	4/1/22	10/1/22	0.3	0.5
16436	A software that is intended to deliver programming and track progress of athletes for strength coaches in their gym.	4/1/22	10/1/22	0.3	0.5

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
11541	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	2/1/22	2/1/23	1	2
15386	Safe battery collection, transport, and storage for highly combustible batteries.	10/11/21	4/11/22	1	2
11865	Advertising technology platform that makes local advertising faster, less expensive, and more accountable.	10/8/21	3/22/22	1	2
12128	An artificial intelligence software platform that uses real-time in the catheterization lab to process conventional angiograms and automate a quantitative clinical assessment of coronary artery disease (CAD) patients.	7/26/21	7/26/22	1	4
<b>SPARK Central Lower Level: Flex Desk</b>				<b>6</b>	<b>42</b>
11701	Mobile application for autonomous vehicles and pedestrians to help avoid collisions.	3/30/22	9/30/22	-	5.5
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	12/2/21	12/2/22	1	9.5
11635	A one-stop shop where customers can purchase all their nightlife products in one place.	11/13/21	5/13/22	2	15
8419	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	11/5/21	5/5/22	1	6
14698	A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience.	10/21/21	4/20/22	1	3
11900	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	5/4/20	11/4/20	1	3
<b>SPARK Central Lower Level: Virtual Desk</b>				<b>0</b>	<b>240.3</b>
15264	A creator financing and NFT marketplace.	6/15/22	12/15/22	-	5
16411	A home-based, over-the counter diagnostic wearable that detects early-stage SARS-CoV-2 and influenza related antigens, ESCoT™.	4/25/22	10/25/22	-	1
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	3/19/22	3/19/23	-	3
16154	A urinary catheter extension for early UTI detection.	3/4/22	9/4/22	-	2
289	Creating an automotive and security technology portfolio.	2/21/22	8/21/22	-	2.5
16295	A computer program (cellular automata model, or CA model) to predict the microstructure and properties of the printed metal parts based on the material chemical compositions and additive manufacturing processing parameters.	12/13/21	12/13/22	-	0
8797	Off-the-shelf machine learning applications.	12/8/21	6/8/22	-	38
16274	An augmented reality multimedia hardware and software package designed and patented for patient safety.	11/23/21	5/23/22	-	2
14242	A cloud-based computational teaching and learning platform.	11/23/21	5/23/22	-	2
12937	A self-sanitizing door handle by ultraviolet (UV) light.	11/3/21	5/3/22	-	2
16184	A means of improving oral care compliance in mechanically ventilated patients in order to reduce the real-world rates of ventilator associated pneumonia.	10/21/21	4/21/22	-	1
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	10/8/21	10/8/22	-	4
16143	A company that holds the exclusive license to commercialize a novel compound preventing brain cell destruction from Beta Amyloid Protein (BAP).	9/27/21	3/27/22	-	5

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
12911	Works with organization's cross-functional leadership teams to translate existing (or enhanced) data, insights, and institutional knowledge into a readily actionable experience design strategy that unleashes new sources of revenue in both the near- and longer-term.	9/14/21	9/14/22	-	1
8609	Quotation lifecycle management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	9/14/21	9/14/22	-	4
12842	Last mile robot delivery solutions.	9/9/21	3/9/22	-	6
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	9/1/21	12/1/21	-	3
11540	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	8/28/21	8/28/22	-	3
15378	A company that provides a robotics platform for autonomous mobility solutions in a variety of industries.	8/23/21	2/23/22	-	0.5
15389	A pay-it-forward system to purchase gifts of cheer for their friends and family.	8/19/21	8/19/22	-	2
14712	Automatically adjusting the flow of oxygen to patients using a closed-loop system that delivers precisely the right amount of oxygen based on the patient's real-time bio-metric and activity data.	8/6/21	2/6/22	-	3
15352	A venture capital firm.	8/4/21	8/4/22	-	1
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	6/21/21	6/21/22	-	2.5
0585	Software development with biostatistics and spatial epidemiology.	6/16/21	12/16/21	-	4
15241	A platform that utilizes biosignals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.	6/1/21	12/1/21	-	4
15255	Digitization of an existing professional internal auditing methodology.	5/27/21	11/27/21	-	2
15196	A children's app aimed at fostering social and emotional intelligence for three- to seven-year-olds in the U.S.	5/20/21	11/20/21	-	3
15179	Capital and technology enabled platform that will aid tenants, help them preserve their capital, and win landlords more lease deals.	4/26/21	4/26/22	-	4
15159	Helps healthcare companies know what germs are growing in their clinical environments.	4/26/21	10/26/21	-	1
11960	Background check for customers who use online services.	4/12/21	10/12/21	-	2.5
11324	Human behavior prediction using artificial intelligence.	4/9/21	10/9/21	-	3.5
15107	An application for peer-to-peer tool and equipment rentals.	4/9/21	4/9/22	-	2
14829	Training tool for medical purposes.	4/1/21	10/1/21	-	0.8
15113	Electric bike manufacturer.	4/1/21	10/1/21	-	1
14794	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	3/18/21	9/17/21	-	1
15090	Digital health and education company with a proven program to reduce weight and thus improve non-alcoholic fatty liver disease (NAFLD) for its members.	3/11/21	9/10/21	-	6
11966	Accurately putt using this golf putting aide technology.	2/24/21	8/24/21	-	2
11105	Do-it-yourself financial planning in a digital platform.	2/16/21	6/30/22	-	4



Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
11895	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements, and collaborate with suppliers in a single platform.	2/16/21	8/16/21	-	2.5
8122	Platform for pharmacies and physician offices to source prescription drugs.	2/16/21	2/16/24	-	2
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	2/16/21	2/16/22	-	2
12129	Uses data signals and historical patterns to provide a high accuracy labor demand forecast and prescribe optimized scheduling to yield reduced labor expense without compromising service quality.	2/15/21	2/15/22	-	2.5
8323	System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	2/15/21	8/15/21	-	1
11850	A cloud based robo-advisory platform for commodity hedging.	2/15/21	2/15/22	-	1
7723	A research and consulting firm focused on transportation and sustainability.	2/15/21	2/15/22	-	1
8769	Automated legal document generation software.	2/15/21	2/15/22	-	1
8543	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	1/22/21	7/21/21	-	4
14691	A material innovation company supplying industrial hemp to the automotive plastics market.	1/11/21	7/10/21	-	5
11893	Developing a level 4 autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet.	12/1/20	5/31/21	-	3
11691	Focus on bringing the therapeutic benefits of nitric oxide to market.	11/6/20	5/5/21	-	11.5
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	10/21/20	4/20/21	-	3
7131	An education and evaluation application to reduce high diagnostic error rates.	10/20/20	4/19/21	-	1.5
14252	High-definition maps for simulation.	10/20/20	4/19/21	-	25
11951	A computer vision platform tool that error-proofs manufacturing processes and tracks body posture and movement to give assembly operators real-time feedback.	10/19/20	4/18/21	-	9
13680	A centralized portal for individuals to action their rights and view the locations in which personal data has been provided to companies.	8/27/20	2/26/21	-	6
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.	8/10/20	2/9/21	-	1
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	7/29/20	1/28/21	-	2
11373	Software development studio with a focus on digital games, entertainment, and tools.	7/29/20	1/28/21	-	0
11807	A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	7/7/20	9/13/21	-	2
6407	Home care assistant services for household duties to light non-medical personal care applicants.	6/26/20	12/25/20	-	1

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
12190	Makes control data easy and accessible to build predictive economic models.	5/19/20	11/18/20	-	1
12070	An automotive clean-tech company from Finland that designs, manufactures, and sells technology that enables the use of biofuel in gasoline and hybrid vehicles and other machinery.	5/1/20	11/30/20	-	1
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	2/1/20	7/31/20	-	2.5
7982	Drug discovery SaaS product.	1/1/19	6/30/19	-	4
8774	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	1/15/18	7/16/18	-	2
8591	Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence prevention (WPV) and active shooter preparedness.	7/19/17	1/18/18	-	2
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/17	7/15/18	-	4.5
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	-	2
<b>SPARK Central 3rd Floor - Suite</b>				<b>16</b>	<b>18</b>
2203	Online furniture inventory management that allows targeted retailer interaction.	1/1/22	1/1/23	10	10
8806	Turnkey passive home entry module.	10/1/19	9/30/21	6	8
<b>SPARK Central 4th Floor - Designated Desk</b>				<b>25</b>	<b>20</b>
15351	An innovative Operating Room Efficiency Platform that enables the healthcare system to reduce stress in the OR, total cost of treatment, and increase patient wellbeing while achieving optimal quality of care.	5/10/22	11/10/22	-	1
7617	U-M Startup accelerator.	4/1/22	4/1/23	20	2
4803	An intuitive integrated display that retrieves medical data.	9/14/21	9/14/22	1	5
8050	Employee engagement SaaS app.	7/22/20	1/21/21	4	12
<b>SPARK Central 4th Floor - Flex Desk</b>				<b>3</b>	<b>5</b>
16371	Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	6/22/22	8/31/22	2	3
15410	An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	4/22/22	10/22/22	1	2
<b>SPARK East - Designated Desk</b>				<b>2</b>	<b>2</b>
8912	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	10/22/21	10/22/22	2	2
<b>SPARK East - Flex Desk</b>				<b>7</b>	<b>28.5</b>
16247	A comprehensive B2B-e commerce and inventory management platform - focusing on helping grocery stores and restaurants with access to the best wholesale suppliers at the best prices.	5/10/22	5/10/23	2	4
7591	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	12/8/21	6/8/22	2	13
15281	Automated small to medium business loan approval process to accelerate loan approval.	7/22/21	1/22/22	1	4.5
8636	Guided meditation and respiratory biofeedback application.	2/16/21	8/16/21	1	2
8255	Communications software for business-to-business or business-to-consumer.	2/15/21	2/15/22	1	5
<b>SPARK East - Virtual Desk</b>				<b>0</b>	<b>52</b>

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
11918	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	4/22/22	10/22/22	-	2
11606	An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	1/24/22	1/24/23	-	4
12260	To reduce medical supply surplus by providing end-to-end supply tracking and management solutions.	10/25/21	4/25/22	-	3
16236	On-demand freight forwarding and transit services.	10/25/21	4/25/22	-	1
15408	A portable document and photo scanner.	9/7/21	3/7/22	-	1
15282	A digital identity and vital information storage and exchange platform.	7/7/21	1/7/22	-	2
12902	A drug formulation to help chronic kidney disease patients.	7/1/21	7/1/22	-	2
8457	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	3/23/21	3/23/22	-	3
11252	Two wheeled 'series hybrid' for developing markets.	2/18/21	2/18/22	-	1
11880	In-application music discovery competitions that reward listeners for competing and discovering new music.	2/16/21	2/16/22	-	0.5
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	2/16/21	2/16/22	-	5
11985	Self-contained, pre-engineered, and pre-configured, mobile solar nano grids with a variety of solutions inside the nano grid.	2/15/21	2/15/22	-	10
8132	DNA and bioinformatics analysis and collaboration platform.	2/15/21	2/15/22	-	2
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2/12/21	8/11/21	-	4
11953	Test technology for color measurement in paint for quality control.	1/1/21	6/30/21	-	1
14226	Web application that tailors to companies in search of qualified technology-based suppliers.	9/18/20	3/17/21	-	1
12929	A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto businesses to share their cars, passion, auto skills, or expertise with guests.	8/24/20	2/23/21	-	1
12884	Eco-friendly prescription medication bottle manufacturing.	8/6/20	2/5/21	-	2
11831	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/19	10/31/20	-	1
8366	Physiological performance data analytics company.	10/10/19	1/9/20	-	2.5
3549	Disposable patient lifting system.	9/7/10	3/31/16	-	3
<b>SPARK East - Suite</b>				<b>13</b>	<b>10</b>
1782	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	4/14/22	4/14/24	7	7
11661	Industry 4.0, smart inspection for manufacturing.	2/15/22	8/15/22	6	3
<b>Total (120 Companies)</b>				<b>79</b>	<b>447.3</b>

## Hosted Networking and Educational Events

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

Event Date	Event Name	Attendees	Event Description
4/8/2022	Ypsi 1st Hour	41	We have an interactive virtual networking platform. This 1st Hour networking event is for anyone looking to socialize with like-minded entrepreneurs, business professionals, and independent contractors in a casual, relaxed atmosphere.
4/12/2022	ACE Webinar   Customer Discovery - The Secret to Startup Success (Part 2)	14	This two-part workshop is designed to deliver the fundamentals of customer discovery. Session two provides hands-on practice with guidance from our expert coaches. You'll have the opportunity to perfect your interview process and explore what the results mean for your product or business.
4/13/2022	Inclusive Workplace Series   Intro to Building a Diverse Workplace	16	This webinar is for leaders at small and medium size organizations who want to get started or take their DEI efforts to the next level but need help to focus their efforts. The webinar shows how managers and HR can assess, plan, measure and track progress in a safe environment and have authentic conversations, build trust, and develop a sense of inclusion and belonging.
4/14/2022	Behind the Noise: Understanding the Issues Behind Our Current Talent Crisis	128	Businesses throughout southeast Michigan are facing new workforce challenges and fresh solutions are needed to attract and retain talent. By understanding the motivations and challenges of today's labor market, CEOs, recruiters, and hiring managers can gain a competitive advantage. This event will examine the data driving workforce decisions and debunk myths about the state of the workforce.
4/19/2022	ACE Webinar   Attracting Investors Through Insurance	11	Seeking external capital to build your business comes with challenges, but the right insurance can help assuage the concerns of outside investors. In this webinar, Kapnick Insurance experts will discuss the importance of directors' and officers' insurance to attract investors and key executives.
4/20/2022	Inclusive Workplace Series   Cultural Competency	5	In this Cultural Competency session, participants will: Identify the elements of cultural competence in the workplace, understand how values and communication styles differ across various cultures, and develop the skills needed to practice respectful and caring behavior towards culturally diverse groups and individuals.
4/20/2022	A2 Mobility Tech Meetup   Building the AV Bus in Michigan	60	In 2018, people took 9.9 billion trips on public transport services in the U.S. alone. It is proven that investment in public transportation systems drives economic growth. Join us for a fascinating deep dive into the building of the autonomous bus in Michigan.
4/21/2022	Emerging Leaders Happy Hour	30	Hosted by Ann Arbor SPARK and Kapnick Insurance, this monthly event series is the low-key, low-pressure opportunity you've been looking for to meet your peers, share challenges and opportunities, and boost your career.
4/27/2022	Inclusive Workplace Series   DEI Awareness	3	Participants will: Define diversity, equity, and inclusion (DEI); Understand individual differences and diversity domains; Gain awareness of unconscious bias; Identify instances of devaluing others through small, subconscious behaviors; and learn how to address conflict, and foster a culture of inclusion and respect.
5/3/2022	Michigan Celebrates Angels	214	The Michigan Angel Community celebrates Michigan angel investors with several presentations demonstrating their investment successes in several startups and early-stage technology-based companies.

<b>5/3/2022</b>	Customer Discovery - The Secret to Startup Success (Part 1)	20	This two-part workshop is designed to deliver the fundamentals of customer discovery. Session one introduces key customer discovery concepts and ground rules.
<b>5/11/2022</b>	Inclusive Workplace Series   Unconscious Bias Training	10	This training session provides an understanding of unconscious bias, recognizes your own implicit bias and how to address it, teaches about micro inequities, microaggressions, and devaluing of others, and identifies strategies to implement inclusive language, promoting inclusive workplaces, even in the face of opposition.
<b>5/12/2022</b>	The ABC's of SBIR/STTR	12	The government's Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) programs make over \$4 billion in high-risk, non-dilutive capital available to innovative small companies annually. The process is complex with a steep learning curve, but the impact of receiving millions in non-dilutive funding is worth the effort, especially if your technology company is eligible.
<b>5/12/2022</b>	Ypsi 9th Hour	40	This after-work networking scene is for anyone looking to socialize with like-minded entrepreneurs, business professionals, and independent contractors in a casual, relaxed atmosphere.
<b>5/17/2022</b>	Ann Arbor SPARK Annual Meeting	300	This insightful event is your unique opportunity to preview new projects and initiatives for the coming year, including an introduction to SPARK's 2022 strategic plan. The Ann Arbor SPARK Annual Meeting is attended by business, government, and academic leaders from across the Ann Arbor region.
<b>5/18/2022</b>	Inclusive Workplace Series   Intro to Building a Diverse Workplace	5	This webinar is for leaders at small and medium size organizations who want to get started or take their DEI efforts to the next level but need help to focus their efforts. The webinar shows how managers and HR can assess, plan, measure and track progress in a safe environment and have authentic conversations, build trust, and develop a sense of inclusion and belonging.
<b>5/19/2022</b>	Emerging Leaders Happy Hour	31	Hosted by Ann Arbor SPARK and Kapnick Insurance, this monthly event series is the low-key, low-pressure opportunity you've been looking for to meet your peers, share challenges and opportunities, and boost your career.
<b>5/25/2022</b>	Inclusive Workplace Series   Navigating Workplace Harassment	5	In this session, participants will gain a general awareness of the types of harassment that may occur in today's workplace and an understanding of the minimum standards of behavior to understand how everyone has a role in creating a harassment-free culture.
<b>6/2/2022</b>	Customer Discovery - The Secret to Startup Success (Part 2)	16	This two-part workshop is designed to deliver the fundamentals of customer discovery. Session two provides hands-on practice with guidance from our expert coaches. You'll have the opportunity to perfect your interview process and explore what the results mean for your product or business.
<b>6/8/2022</b>	Inclusive Workplace Series   DEI Awareness	6	Participants will: Define diversity, equity, and inclusion (DEI); Understand individual differences and diversity domains; Gain awareness of unconscious bias; Identify instances of devaluing others through small, subconscious behaviors; and learn how to address conflict, and foster a culture of inclusion and respect.
<b>6/8/2022</b>	A2 Mobility Tech Meetup   Redesigning the K-12 Transportation System	26	School districts face critical transportation challenges, this event will show how districts can cut emissions while saving money on overall costs. Additionally, it will address the extreme bus driver shortages, how to eliminate hazardous bus stops on the side of busy roads, and slash student travel times.

6/16/2022	Emerging Leaders Happy Hour	51	Hosted by Ann Arbor SPARK and Kapnick Insurance, this monthly event series is the low-key, low-pressure opportunity you've been looking for to meet your peers, share challenges and opportunities, and boost your career.
6/22/2022	Inclusive Workplace Series   Intro to Building a Diverse Workplace	3	This webinar is for leaders at small and medium size organizations who want to get started or take their DEI efforts to the next level but need help to focus their efforts. The webinar shows how managers and HR can assess, plan, measure and track progress in a safe environment and have authentic conversations, build trust, and develop a sense of inclusion and belonging.
6/23/2022	Ypsi 9th Hour: Red Rock BBQ	56	Join us for Ypsi 9th Hour, this after-work networking scene is for anyone looking to socialize with like-minded entrepreneurs, business professionals, and independent contractors in a casual, relaxed atmosphere.
6/24/2022	Inclusive Workplace Series   Unconscious Bias Training	8	This session provides an understanding of unconscious bias, identifies ways in which certain ideas are learned or taught in society, recognizes your own implicit bias and how to address it, teaches about micro inequities, microaggressions, and devaluing of others, and identifies strategies to implement inclusive language, promoting inclusive workplaces, even in the face of opposition.
6/28/2022	ACE Webinar   Tax Risks Related to Operating in Multiple States	5	This webinar will present a practical approach to balancing tax compliance costs and risks by helping business owners and managers identify: Various taxes businesses and their owners may be subject to, Recent developments in state and local tax, Tax exposure in multiple jurisdictions, how to manage compliance issues going forward, Options to correct any prior issues.
6/29/2022	Inclusive Workplace Series   Navigating Workplace Harassment	2	Participants will gain a general awareness of the types of harassment that may occur in today's workplace and an understanding of the minimum standards of behavior to understand how everyone has a role in creating a harassment-free culture.
<b>Total (27 Events)</b>		<b>1118</b>	

## Microloans

<b>Number of loans currently outstanding:</b>	<b>6</b>
<b>Current total loan amount outstanding</b>	<b>\$401,190.40</b>
<b>Loan amounts repaid this fiscal year</b>	<b>\$51,961.10</b>
<b>Loans written off this fiscal year</b>	<b>\$15,000</b>
<b>Cumulative Jobs retained</b>	<b>98</b>
<b>Cumulative net Jobs created</b>	<b>277</b>
<b>Payment made back to LDFA this fiscal year</b>	<b>\$44,000</b>
<b>Current balance of the microloan account</b>	<b>\$74,464.91</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	Investor Organization Name	Total Amount (\$)
Venture Capital		
11376	Acquisition	\$2,000,000.00
6285	The Goldman Sachs Group	\$80,000,000
8651	David Johnson, James Watt, Level Eight Ventures, Monica Richter, Mvolution Partners, Peter Faroni, Sidney Taurel, Solas BioVentures, Steve Laczynski, UnityPoint Health Ventures.	\$7,000,000
8155	Crowd Funding	\$940,000
11738	Jett McCandless, Peter Rentschler, Value Chain Ventures, Venture 53	\$1,500,000
11691	Pegasus Tech Ventures and National Institutes of Health.	\$9,200,000
8862	-	\$40,000
<b>Total (6 Companies)</b>		<b>\$100,680,000</b>

## Software

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

1. **Zendesk:** \$1,125.00 (\$375.00/month) – Customer experience tool to help manage the incubators.
2. DocuSign: \$774.04 - Document and signature management software to expedite operations.
3. **Robin:** \$11,160.00 - Workplace experience software platform.
4. eBook: \$1,500.00 - Designed for organizations trying to learn more about entrepreneurship, sales, marketing, product launch, competitive analysis, and other topics.





**Total: \$14,559.04**

## Integrated Marketing Plan



## Marketing Performance Metrics | Q4

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 21 – 22, Q4	Compared to Last Quarter	Compared to Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	59,480	-8%	-28%
Video Views 	Video views on multiple platforms to reach wider audiences.	124,670	0%	+1%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	2,482,898	+3%	+89%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	134,151	+8%	+42%



## Strategic Marketing and Communication Services

The newest addition to the SPARK services for our clients is strategic marketing and communication services. This is an in-house service for our clients through the LDFA, dedicated to helping clients effectively reach their target audience. A few of the services offered through this expansion are strategy and planning, market targeting, support, and advice regarding the execution of specific tactics, and connecting clients to additional community resources. This quarter, there were a total of 43 sessions with 16 companies; 7 of them were new marketing clients.

Uniq ID	Marketing Strategy Type	Sessions	New Company
16482	Marketing needs assessment.	1	1
16407	Strategic marketing session.	4	
585	Strategic marketing session and content review and edits.	5	
16414	Marketing needs assessment, strategic marketing session and content review and edits.	2	1
15408	Marketing needs assessment.	1	1
15386	Strategic marketing session.	1	
15410	Strategic marketing session.	1	
11838	Content development, marketing resources and educational materials.	1	
12775	Marketing needs assessment, content development and strategic marketing session.	5	1
16247	Marketing resources, educational materials and strategic marketing session.	3	
16251	Marketing needs assessment.	1	1
7282	Content development and strategic marketing session.	3	
15288	Content development, content review and edits and strategic marketing session.	4	
6977	Strategic marketing session.	3	
16509	Marketing needs assessment and strategic marketing session.	3	1
16351	Marketing needs assessment, content development, content review and edits and strategic marketing session.	5	1
<b>Total (16 Companies)</b>		<b>43</b>	<b>7</b>

## Lenawee Now

Our satellite accelerator Lenawee NOW located in Adrian, Michigan has been included on Ann Arbor SPARK's 15-year LDFA extension as a SmartZone. Their office is involved in SPARK's entrepreneur services weekly pipeline meeting, Boot Camp, MEDC gateway, and our services as a whole. Thus, the following are a few takeaways from their performance over the last quarter.

### **Business Accelerator Intake [Phase I]**

12 Total requests received

12 Requests non-tech

0 Qualified lead referred to Lenawee Now

### **Company Created**

None during this quarter.

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

None during this quarter.

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

None during this quarter.

### **Talent Programs**

Lenawee Now does not have an official EIR program but utilizes the members of our LION fund to assess early-stage projects.

Lenawee Now does not have an Intern Matching Funds program.

### **Hosted Events**

0 events hosted this quarter.

### **Capital Raised**

Lenawee Now's portfolio companies did not raise any capital private capital this quarter.

### **Methodology**

Jobs Created: 0

## 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, accessed through the SPARK website. Basic information including name, address, phone, email, and a brief description of the 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 is used to determine if the entrepreneur meets the 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 survey response rate 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. Quarterly report values are representative of job growth for all time served companies, as pulled by data given within the quarter. Annual report values are representative of job growth for companies served with the fiscal year, as pulled by data given within the year and the annual survey.

## 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.