**LDFA Report – Ann Arbor SPARK 2015**

## Second Quarter
### 2015-2016

**$219K**
Support
for
companies

**110**
Companies
Served

**5**
Companies
Created

**Jobs**

**20**
jobs created

**326**
current FTEs

**435**
Event
Attendees

**Funds
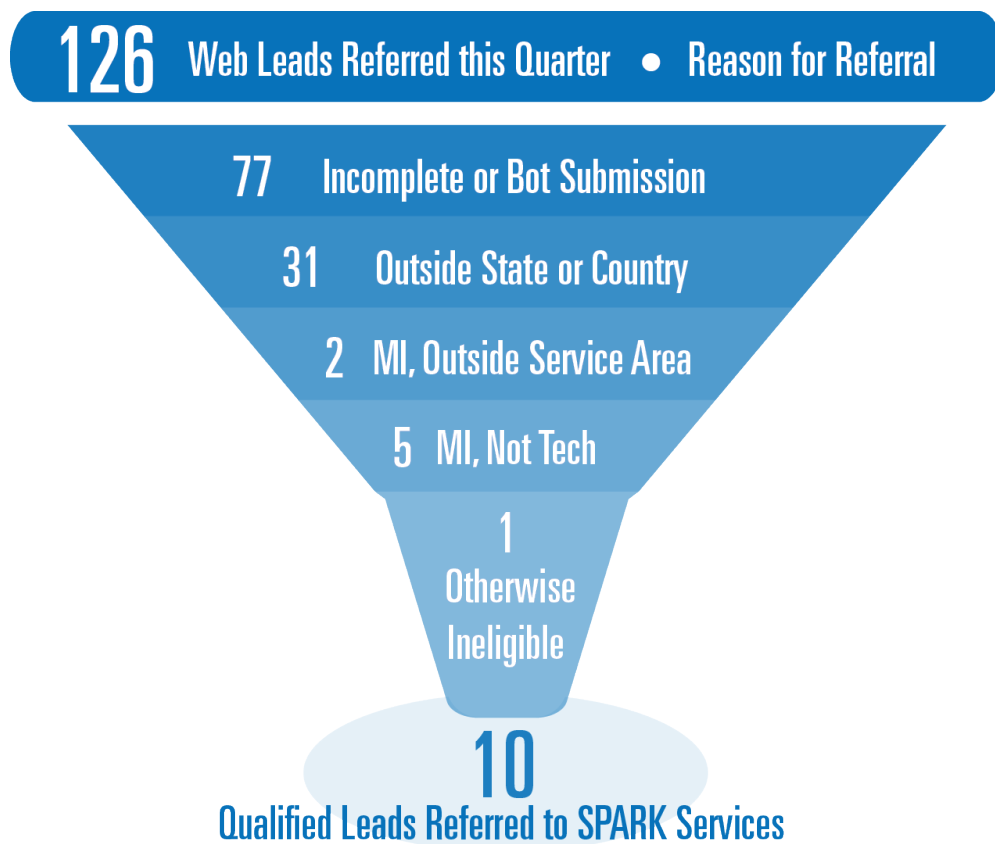Raised**
**$9.88 M**
investments & grants

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

**SP⭐RK@nn arbor usa**

# Ann Arbor-Ypsilanti Smart Zone
# Local Development Finance Authority

*Ann Arbor SPARK Quarterly Report • October 1, 2015 – December 31, 2015*

## Business Accelerator Intake – Phase I

**126** Web Leads Referred this Quarter ● Reason for Referral

**77** Incomplete or Bot Submission

**31** Outside State or Country

**2** MI, Outside Service Area

**5** MI, Not Tech

**1** Otherwise Ineligible

**10** Qualified Leads Referred to SPARK Services

## Companies Created

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

| Uniq ID | Company Description |
|---------|---------------------|
| 7440 | Joint brace that will lock and emit an electrical shock for use in police and military training. |
| 7612 | Animal health solutions company focusing on the companion animal markets and the veterinarians that provide care to these markets. |
| 7728 | Motion based simulator products, including racing and flight simulators. |
| 7754* | Sensors and measurement devices for electromagnetic (EM) radiation at radio, microwave, sub-THz and THz frequencies have recently begun to enable essential technologies in a broad range of industries including government, defense, telecommunications, safety, security, and medical. |
| 7772* | Cloud computing that runs parallel libraries resulting in large speedup. |

*Denotes University of Michigan technology or UM student team

# Work Accomplished

*Number and identity of companies in each phase, plus relevant aspects of commercialization*

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

| Uniq ID | Company Description | FTEs | Billed Support |
|---------|--------------------|------|----------------|
| 7699 | Automates data science for business decision makers through source connectivity capabilities and a business data marketplace. | 2 | $2,000 |
| 7728 | Motion based simulator products, including racing and flight simulators. | 1 | $2,000 |
| 7763 | Brake pad technology for light commercial applications. | 1 | $400 |
| 7772 | Cloud computing that runs parallel libraries resulting in large speedup. | 2.5 | $2,000 |
| | **Totals** | **6.5** | **$6,400** |

**The following companies received Phase III support:**

| Uniq ID | Company Description | Project Description | FTEs | Billed Support |
|---------|--------------------|--------------------|------|----------------|
| 2821 | | | 3 | $200 |
| | A firmware application for collecting/analyzing multiple patient parameters in an ICU in real time. | Market research, develop feature set requirements, and near term business strategy. | | $200 |
| 3151* | | | 3 | $8,014 |
| | Wireless sensing, analysis and optimization of residential and commercial electricity use. | LLC to C-Corporation conversion. | | $2,000 |
| | | Patentability analysis, and domestic utility patent application. | | $6,014 |
| 3577 | | | 4 | $8,553 |
| | Alliance with Promega in Madison WI, mass spectrometry services provider. | Creation of video. | | $8,553 |
| 4228* | | | 11 | $21,675 |
| | Advanced gamma ray detection and imaging devices based on wide band-gap semiconductor materials. | Licensing negotiations (BNL), and IP portfolio report with strategy recommendations. | | $15,000 |
| | | Engineering design consulting and fabrication services. | | $6,675 |
| 6522 | | | 6 | $2,120 |
| | Development and implementation of online negotiation systems for courts and constituents. | Develop a new website around rebranding of product. | | $2,120 |
| 6535 | | | 2 | $2,200 |
| | Solar energy customized solutions. | Assist with sales and business development, provide strategic guidance based on feedback | | $1,450 $400 $350 |

| Uniq ID | Company Description | Project Description | FTEs | Billed Support |
|---|---|---|---|---|
| | | generated from sales activities, assist with the product plan based on customer feedback. | | |
| **6545** | | | 2 | $250 |
| | Software platform applies predictive analytics to strategic decisions regarding intellectual property management. | Design, secure, and operate a pilot program. | | $250 |
| **6680** | | | 1 | $15,088 |
| | Digital entertainment company, focused on creating dynamic stories with an emphasis on female characters that push far beyond typical stereotypes. | Legal support for negotiation and drafting of agreements with media partners. | | $2,418 |
| | | | | $2,670 |
| | | Support the re-launch of the website, social media platforms and audience growth. | | $10,000 |
| **6775** | | | 2.5 | $2,800 |
| | Student loan marketplace and clearinghouse for best deals. | Repackage existing code. | | $500 |
| | | | | $2,300 |
| **6894** | | | 7 | $27,500 |
| | Rental housing marketplace and payment aggregation platform for college students. | Production consultant to work on a video production. | | $27,500 |
| **6977*** | | | 4 | $2,700 |
| | Human capital management software that optimizes the complex hiring, performance evaluation and personnel management workflows that exist in universities, academic medical centers, hospitals, medical schools and immigration attorney offices. | Update the brand image and messaging. | | $2,700 |
| **7176*** | | | 1.5 | $196 |
| | Stair climbing wheelchair. | Write and file U.S. patent application to convert preexisting provisional patent application into non-provisional utility patent application. | | $196 |
| **7349*** | | | 1 | $1,315 |
| | Medical Device integrator that is developing solutions to improve surgical safety and productivity. | R&D tax credits and vCFO services. | | $1,315 |
| **7374** | | | 2 | $2,500 |
| | Augmented reality app for immersive digital experiences based on children's books. | Legal, strategic, and contract services. | | $2,500 |
| **7375*** | | | 2 | $3,375 |
| | Mobile app for tracking and analyzing pain data. | Target market evaluation. | | $3,375 |
| **7441** | | | 2.5 | $3,000 |

| Uniq ID | Company Description | Project Description | FTEs | Billed Support |
|---------|--------------------|--------------------|------|----------------|
| | Educational gaming platform. | Research/discovery, branding with a name/logo/tagline/messaging, and a landing page website. | | $3,000 |
| **7448*** | | | 2 | $2,520 |
| | Private interactive 24-hour assistance to those with substance abuse disorders. | Design and implement efficacy trials. | | $1,170 $1,350 |
| **7493** | | | 10 | $13,020 |
| | HCIT product to help individuals define their purpose and manage their willpower to change their behavior. | Initial commercial agreements. | | $5,687 |
| | | Website design, content management system implementation, and content development. | | $7,333 |
| **7612** | | | 7 | $7,500 |
| | Animal health solutions company focusing on the companion animal markets and the veterinarians that provide care to these markets. | Website construction, inbound marketing strategy, SEO, content creation. | | $7,500 |
| **7651** | | | 1 | $1,000 |
| | Services to help students take action on their passions and interests so they can authentically distinguish themselves. | Content development for curriculum and a Facebook campaign. Curriculum Development. | | $750 $250 |
| **7656** | | | 2.5 | $3,000 |
| | Vendor management and marketplace platform that matches corporations and law firms with vendors who provide needed ancillary legal/litigation services. | Marketing / sales collateral, email and content marketing materials. | | $3,000 |
| **7681** | | | 4 | $6,334 |
| | High-purity silica from biogenic waste streams. | Copywriter and media contact, investor relations, branding, messaging, and integration. | | $667 $667 |
| | | Company formation, licensing, and partner agreements. | | $5,000 |
| **7749** | | | 1 | $2,450 |
| | Visualization and marketing platform for the event industry. | Develop a strategy for Business / Sales / Marketing. | | $1,250 $1,200 |
| **7815*** | | | 1 | $3,920 |
| | Online learning platform for contract lawyers. | Develop a sales and marketing plan. | | $3,920 |
| | **Totals (24 Companies)** | | 83 | $141,231 |

*Denotes University of Michigan technology or UM student team

# SPARK Central Incubator

## Ground Floor – *Pre-Seed Stage*

Incubator clients are charged a license fee per seat, or person(s) using the space. Throughout the quarter, there have been a total of ten companies occupying 20 of the 24 designated incubator seats. In the first Quarter, we updated the ground floor incubator space increasing capacity by 10 seats, and adding a conference room. This is the first report covering a period fully after the renovation.

| Uniq ID | Company Description | Start Date | Exit Date | Incubator Seats | FTEs |
|---|---|---|---|---|---|
| 4519 | Platform giving independent app publishers technology for serving customized native ads and a digital marketplace that connects their apps with advertisers. | 6/1/15 | 12/1/15 | 4 | 5 |
| 7275 | Online personal family assistant and organization / coordination tool. | 1/1/15 | 6/30/15 | 1 | 3 |
| 7374 | Augmented reality app for immersive digital experiences based on children's books. | 2/1/15 | 7/31/15 | 2 | 2 |
| 6545 | Software platform applies predictive analytics to strategic decisions regarding intellectual property management. | 8/1/15 | 1/31/16 | 1 | 2 |
| 7336*^ | Supply chain software. | 12/29/14 | 11/15/15 | 4 | 4.5 |
| 6835 | Combustion cycle and injection technology. | 6/1/15 | 12/1/16 | 4 | 7 |
| 4115 | Predictive transportation algorithm company developing SaaS products and integrable web services for transportation and logistics industries. | 7/1/15 | 12/31/15 | 1 | 2 |
| 7754* | Sensors and measurement devices for electromagnetic (EM) radiation at radio, microwave, sub-THz and THz frequencies have recently begun to enable essential technologies in a broad range of industries including government, defense, telecommunications, safety, security, and medical. | 10/27/15 | 4/27/16 | 1 | 1 |
| 7070 | Web and mobile platform that allows individuals to find their impact on public health outcomes from fossil fuel pollution. | 5/16/14 | 8/31/15 | 1 | 2 |
| 7448* | Private interactive 24-hour assistance to those with substance abuse disorders. | 7/6/15 | 1/6/16 | 1 | 2 |
| **Totals (10 Companies)** | | | | **20** | **30.5** |

## Third Floor – *Seed Stage*

The third floor incubator space is composed of a shared open office environment and 2 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. There were four companies that occupied this space during the Second Quarter: One moved to the fourth floor, and one moved from the first floor.

| Uniq ID | Company Description | Start Date | Exit Date | Incubator Seats | FTEs |
|---|---|---|---|---|---|
| 4547 | Advanced nanofabrication methods and a novel three-dimensional (3D) approach to sensor assembly. | 2/1/14 | 5/31/15 | 4 | 8 |
| 7336*^ | Supply chain software. | 11/16/15 | 11/15/16 | 15 | 4.5 |
| 7699 | Automates data science for business decision makers through source connectivity capabilities and a business data marketplace. | 10/1/15 | 10/31/15 | 2 | 2 |
| 4791^ | Consolidated event planning and management software platform. | 9/26/13 | 12/31/15 | 4 | 5 |
| | **Totals (4 Companies)** | | | **25** | **19.5** |

Exit dates may have passed as some clients' month-to-month arrangement.

*Denotes University of Michigan technology or UM student team.

# Client occupies private suite within incubator.

^ Client moved during quarter resulting in being counted in multiple tables.

## Fourth Floor– *Growth Stage*

SPARK identified and took action to meet the need in the startup community for flexibly structured, competitively priced office space in downtown Ann Arbor. Last quarter, we expanded our incubation service portfolio to include more than 6000 square feet of workspace in the top floor of SPARK Central. This space is ideal for growth stage companies that are either homegrown, or moving to the area. At full capacity, this new workspace will seat over 60 people. Construction and furniture installation finished in October.

| Uniq ID | Company Description | Start Date | Exit Date | Incubator Seats | FTEs |
|---|---|---|---|---|---|
| 4791 | Consolidated event planning and management software platform. | 12/31/15 | 6/30/16 | 5 | 5 |
| 5601 | Digital content aggregation and distribution. | 12/9/15 | 6/9/16 | 1 | 1 |
| 4472* | An online platform that empowers college students to showcase their work and skills to startups. | 9/8/15 | 3/8/16 | 10 | 17 |
| | **Totals** | | | **16** | **23** |

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

The Virtual Client program at SPARK Central is the solution chosen by several diverse segments due to their 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 |
|---|---|---|---|---|
| 7750 | Alchemy VR is the scalable and on-demand way to build communication skills through virtual reality simulations. | 10/19/15 | 12/18/15 | 3 |
| 7667* | Precise gene editing for the development of human disease models, as well as regenerative medicine. | 9/1/15 | 3/1/16 | 2 |
| 7241 | Legal e-billing and matter management system. | 10/1/15 | 4/1/16 | 1 |
| 1282* | Developer of technologies that enable integrated and standardized assessments of blood damage, particularly for red blood cells. | 7/1/10 | 3/31/16 | 4.5 |
| 7656 | Vendor management and marketplace platform that matches corporations and law firms with vendors who provide needed ancillary legal/litigation services. | 9/1/15 | 2/1/16 | 2.5 |
| 7830 | Community Ventures (CV) is an innovative economic development initiative that promotes employment and social enterprise in the state's most distressed urban areas. | 12/10/15 | 6/10/16 | 1 |
| 7362 | Digital content marketplace and book sourced content provider. | 1/21/15 | 7/20/15 | 3 |
| 7560 | Social cloud that combines social networking with SaaS cloud technologies in one platform for entrepreneurs and startup supporters. | 5/6/15 | 11/6/15 | 1 |
| 338 | Information and news aggregator and filter. | 7/1/10 | 6/30/15 | 1 |
| 7651 | Services to help students take action on their passions and interests so they can authentically distinguish themselves. | 11/1/15 | 4/30/16 | 1 |
| 7046 | Electronics based metering and power line communication. | 4/1/14 | 6/30/15 | 1 |
| 7728 | Motion based simulator products, including racing and flight simulators. | 10/15/15 | 4/15/16 | 1 |
| 7694 | Automated management of actionable investment ideas. | 10/1/15 | 3/31/16 | 1 |
| 2679 | Development of therapies for treatment of bone-related conditions. | 6/15/15 | 12/15/15 | 2 |
| 6356 | A new marketing-based, platform-agnostic, real-time media alert solution. | 2/1/13 | 4/30/15 | 1 |
| 7796 | Mobile game developer. | 12/7/15 | 6/30/16 | 5 |
| 7696 | SaaS claim analytics, administrative support and dashboard for retail insurance agents. | 10/12/15 | 12/31/15 | 1 |
| 7466 | App for helping millennials create savings plans with banks. | 3/1/15 | 9/1/15 | 5.5 |
| 3221 | Provider of advanced software solutions for sewer modeling to municipalities and engineering consultants. | 3/1/12 | 6/30/15 | 4 |

| Uniq ID | Company Description | Start Date | Exit Date | FTEs |
|---|---|---|---|---|
| 7666 | Platform to provide videoconference for patient care by medical providers. | 9/30/15 | 3/31/16 | 6.5 |
| 6338 | Provider of software and consulting services to OEM, Tier I & Tier II manufacturing companies. | 4/1/15 | 10/1/15 | 5 |
| 4406 | Complete "Recommender System" (RS) for websites built with Drupal Content Management System. | 7/15/15 | 1/15/16 | 1 |
| 6635 | A VIP lead generation service for the disaster restoration industry. | 11/1/14 | 5/1/15 | 3 |
| 7153 | Brain Imaging Service to assist in the development of medications or medical devices for the central nervous system. | 7/1/14 | 6/30/15 | 1 |
| 7747 | Our service is helping subject matter experts with uniquely differentiated value proposition to commercialize and monetize their intellectual property. | 10/20/15 | 4/30/16 | 1 |
| 7594 | Publisher of TV entertainment and listings magazines. | 5/12/15 | 9/30/15 | 1 |
| 7441 | Educational gaming platform. | 3/20/15 | 6/20/15 | 2.5 |
| 5557 | Digital Marketing Intelligence. | 7/1/12 | 12/31/15 | 4 |
| 4227 | Engineering services, including advanced FEA, CAD, and high-end design solutions. | 5/13/11 | 6/30/15 | 2.5 |
| 6600 | Medical device for vision enhancement in persons with partial loss of sight. | 6/1/13 | 2/28/15 | 2 |
| 3637 | Therapeutic for treatment of retinal diseases. | 8/1/13 | 1/31/15 | 4 |
| 6778 | On-line seeker-solver network that allows Startup Teams (Seekers) to access crowd-sourced Product-Market Fit Solutions. | 6/10/14 | 6/30/15 | 4 |
| 2821 | A firmware application for collecting/analyzing multiple patient parameters in an ICU in real time. | 9/1/10 | 3/31/16 | 3 |
| 7254 | SaaS offering that formalizes the business impact / risk analysis processes. | 10/1/15 | 4/1/16 | 4 |
| 6285* | Autonomous aerial vehicles for infrastructure inspection. | 11/18/14 | 11/30/15 | 7 |
| 7752 | SMB Analytics and Innovative Mobile Consumer/Business Interaction. | 11/2/15 | 4/30/16 | 3 |
| 7680 | Big Data Intelligence-as-a-Service platform built for credit unions & community banks. | 10/15/15 | 4/15/16 | 1 |
| | **Totals (37 Companies)** | | | 97 |

*Denotes University of Michigan technology or UM student team

# Hosted Networking and Educational Events

As the entrepreneurial companies in the Ann Arbor region continue to evolve, so do SPARK's services. In the last year, we identified the need for more targeted, in-depth educational opportunities for entrepreneurs, and, as a result, have restructured our events. We piloted our new program with a series of workshops hosted by experienced entrepreneur Ted Dacko.

One of SPARK's client's offered feedback on the workshop format:

> " Ted's stories are all about his story, not about other people's stories. He's lived what he's teaching. He cares about the companies in the workshop more than the message. Because of that, he tailors the message based on the attendees. Also, the size of the workshops (Under 20) are good because it promotes conversation and allows for questions."    -- Marjorie Knepp & Christina York  ~Spellbound~

As a result, we are moving forward with a new format for our events. We are now offering **SPARK.ed**, a series of workshops formatted around the successful Ted Dacko programs.

**Spark.ed** workshops will be taught by accomplished industry leaders who have years of experience in their respected fields. Each workshop will offer content that will provide tips, tools, and best practices for early-staged companies. These invite-only workshops will be targeted towards upcoming and past Boot Camp teams, companies in SPARK's portfolio, and SPARK Central tenants that are in direct need of the content. Workshops will allow 5-10 companies to attend (limit - 12 people), which will ensure productivity and effectiveness. Workshops will be held weekly to ensure event attendance goals are met.

| Event Name | Date | Place of Event | Approx. # of attendees | | Purpose of Event |
| | | | Entrepreneurs | Total Attendees | |
|---|---|---|---|---|---|
| **BioArbor** | 12/03/15 | SPARK-Central | 70 | 144 | Speakers: Mike Bishop, GlaxoSmithKline; Bill Brinkerhoff, Alphacore Pharma and Brak Martin, FFMI Commercialization Program Director /Description: BioArbor hosts educational networking events for the life sciences industry in the greater Ann Arbor area.  Each monthly meeting features a networking session and an invited speaker(s), followed by a Q&A period. |
| **SPARK Boot Camp Celebration** | 12/14/15 | SPARK - Central | 24 | 67 | This event is an opportunity to network with the October 2015 Boot Camp teams and volunteers and will include the announcement of the Best of Boot Camp award |

| Event Name | Date | Place of | Approx. # of attendees | | Purpose of Event |
|---|---|---|---|---|---|
| **Ann Arbor OpenCoffee** | 10/13/15, 11/10/15, 12/8/2015 | SPARK - Central | 43 | 56 | This is a networking event for entrepreneurs, investors and those who work with innovative businesses.  Come mingle with fellow community members while enjoying a bagel and coffee. Whether you are looking to meet potential employers, employees, new business partners, or just simply want to expand your networks, this event fosters connections on all levels. OpenCoffee is held monthly on the second Tuesday at SPARK Central. |
| **Opportunity Seeker Program** | 11/06/15 | SPARK - Central | 2 | 18 | This program is presented by Amy Cell, LLC and is ideal for people that have a very good sense of what they want to do from a career perspective. There is a $100 fee to participate. |
| **Spark Central Innovation Open House** | 11/20/15 | SPARK - Central | 0 | 61 | As the location for innovation, SPARK Central offers an environment of education, collaboration and creativity for entrepreneurs, startups, venture capital-backed companies, and small to mid-sized businesses. Small Group Tours will be conducted by SPARK Staff on the Lower Level and on the 3rd and 4th floors. |
| **Entrepreneur Tailgate Mixer** | 10/16/15 | Vinology | 67 | 67 | Description: As the University of Michigan gets ready to take on Michigan State, mingle with local entrepreneurial companies, business leaders, and SPARK's incubator clients. Make connections and get ready to cheer for the Wolverines or Spartans! |
| **UM Immersion Tech Trek** | 10/23/15 | SPARK - Central | 7 | 22 | Description: Tour innovative Ann Arbor organizations looking to hire! Each company will create an experience that reflects their unique culture while allowing you to network with their team. Participating companies: Local Orbit, Llamsoft, Expedia, Menlo Innovations, Industry Star Solutions, Spellbound and Ann Arbor SPARK. |
| | | **Totals** | **196** | **449** | |

# Microloans - *as of 12/31/15*

| | |
|---|---:|
| **LDFA Funds received** | **$1,050,000** |
| **Micro Loans Disbursed** | $(1,318,461) |
| **Repayments** | $410,386 |
| **Misc. Expenses** | $(6,039) |
| **Bank Balance** | **$135,886** |

| Number of Loans to Date | Total Value of Loans Provided to Date | # Of Loans Written Off in Full | # Of Loans Partially Written Off | Value of Loans Written Off – Including Interest | Loans Paid Back in Full | Partial Payments of Loans | Loan Amount Repaid to Date – Including Interest |
|:---:|:---:|:---:|:---:|:---:|:---:|:---:|:---:|
| 39 | $1,318,461 | 5 | 3 | $185,631 | 6 | 9 | $410,386 |

## Microloan Notes:

- Total loans due is $1,046,796, including interest accrued through 12/31/2015.
- Amount available to lend is $135,886.
- Total current FTE for microloan companies: 144.
- Jobs retained during the term of the loans: 82, jobs created: 61.5.
- During this contract quarter there were 2 loan applicants (0 approved)
- 2 loans were denied
- No loans were disbursed.
- 0 were approved for disbursement for the following quarter.

# Internship & Entrepreneur-In-Residence Programs

## Entrepreneur-In-Residence Program

This quarter, seven 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 |
|---------|--------------------|----------------|------|
| 3476* | High quality, solid-state lighting combining organic and inorganic materials, that mimics sunlight; lower cost than other LEDs. | $2,300 | 8 |
| 5091 | Field survey and data collection software. | $8,000 | 7 |
| 6545 | Software platform applies predictive analytics to strategic decisions regarding intellectual property management. | $8,000 | 2 |
| 6834* | Developer and manufacturer of high-resolution sensors used for near real-time diagnostics in Food pathogen testing. | $13,250 | 4 |
| 7349* | Medical Device integrator that is developing solutions to improve surgical safety and productivity. | $8,000 | 1 |
| 7441 | Educational gaming platform. | $5,112.50 | 2.5 |
| 7681 | High-purity silica from biogenic waste streams. | $12,000 | 4 |
| | **Totals (7 Companies)** | **$56,662.50** | **28.5** |

*Denotes University of Michigan technology

## 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. Participating companies are able to save around 28% of the total costs associated with short-term employment via SPARK taking on the administrative costs. 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 |
|---------|--------------------|----------------|------|
| 3045 | Software and business management services connecting buyers and sellers with shorter, transparent supply chains. | $3,692.40 | 9 |
| 4791 | Consolidated event planning and management software platform. | $4,460.40 | 5 |
| 6545 | Software platform applies predictive analytics to strategic decisions regarding intellectual property management. | $1,500 | 2 |
| 6778 | On-line seeker-solver network that allows Startup Teams (Seekers) to access crowd-sourced Product-Market Fit Solutions. | $2,820 | 4 |
| 6977* | Human capital management software that optimizes the complex hiring, performance evaluation and personnel management workflows that exist in universities, academic medical centers, hospitals, medical schools and immigration attorney offices. | $428 | 4 |
| 7374 | Augmented reality app for immersive digital experiences based on children's books. | $295 | 2 |
| 7448* | Private interactive 24-hour assistance to those with substance abuse disorders. | $1,216.39 | 2 |
| 7699 | Automates data science for business decision makers through source connectivity capabilities and a business data marketplace. | $581.25 | 2 |
| | **Totals (8 Companies)** | **$14,993.44** | **30** |

*Billed total does not match support total due to payroll taxes and fees not included in per company totals.

# Capital raised

Grants awarded and private equity raised this quarter by companies served with LDFA dollars that are still located in Ann Arbor.

| Uniq ID | Company Description | Transaction Details | Type | Amount |
|---|---|---|---|---|
| **7275** | Online personal family assistant and organization / coordination tool. | Founder cash infusion. | Founder | $450,000.00 |
| **1282*** | Developer of technologies that enable integrated and standardized assessments of blood damage, particularly for red blood cells. | FDA Phase 1 | Grant | $150,000.00 |
| **3368** | SaaS model software to help companies find and access grants, and collaborate. | Angels | Private Equity | $225,000.00 |
| **6287*** | Quantitative multiplexed protein biomarker analysis kits and services. | MCC Chase Innovation Fund | Debt | $50,000.00 |
| **3637** | Therapeutic for treatment of retinal diseases. | Series B: RBV Capital, ExSight Capital, Santen Pharmaceutical | Private Equity | $6,000,000.00 |
| **6285*** | Autonomous aerial vehicles for infrastructure inspection. | Venture Investors, HRP, Amherst Fund, others | Private Equity | $2,500,000.00 |
| **6285*** | Autonomous aerial vehicles for infrastructure inspection. | MAF and others | Private Equity | $500,000.00 |
| **Total** | | | | **$9,875,000.00** |

*Denotes University of Michigan technology
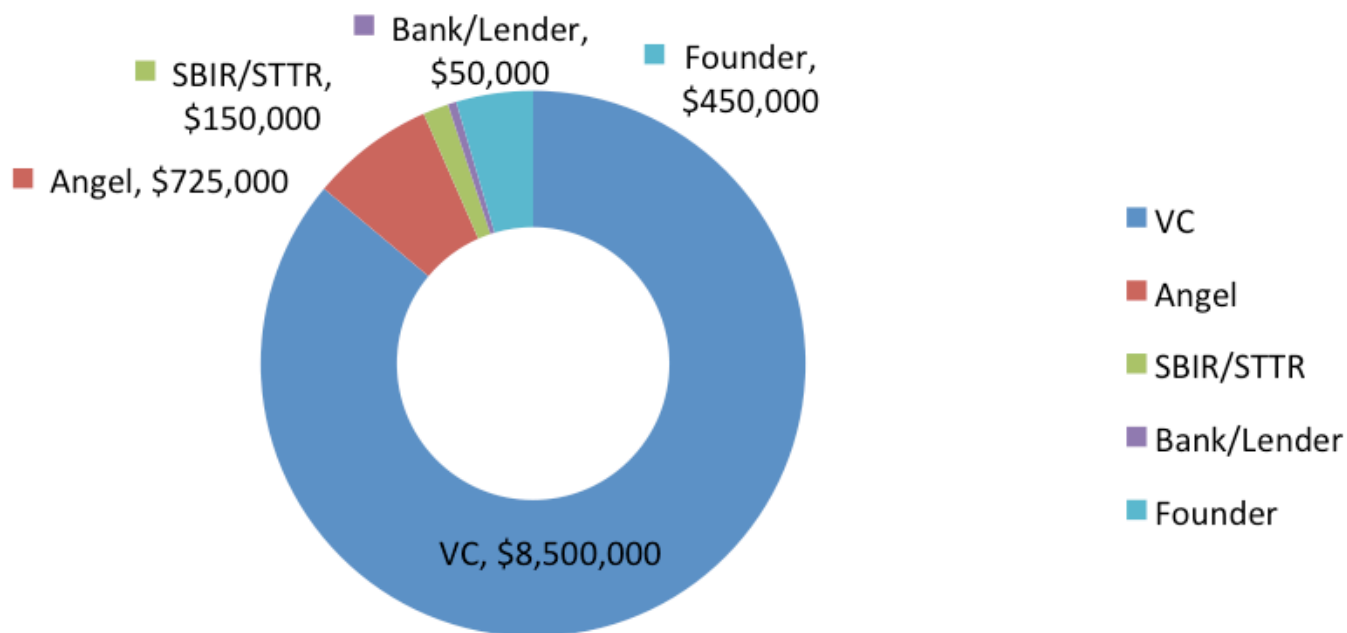
# Integrated Marketing Plan Update



SPARK Integrated Marketing Plan
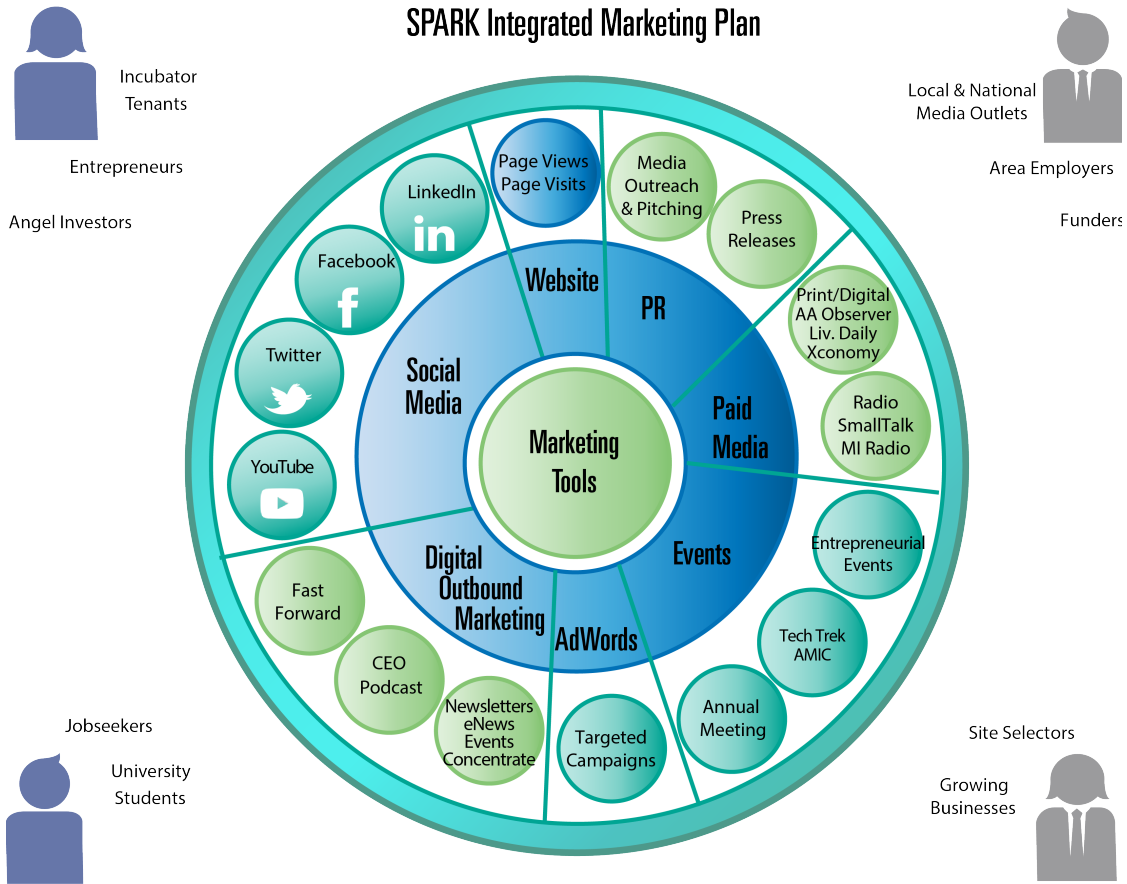
| Metric | Second Quarter YTD | Yearly Goal | YTD Progress to Goal | Rationale for Yearly Goal |
|---|---|---|---|---|
| **Newsletter Open Rate*** | 27% | 20% | Exceeded by 7% | Beat industry standard (18%) by 2%. *Not cumulative |
| **Entrepreneurial Services Webpage Views** | 129,603 | 53,211 | 244% | Increase Page Views to ES by 3,000 annually above 2013-2014 fiscal year. |
| **Webpage Visits by Ann Arbor Residents** | 27,073 | 65,072 | 42% | Increase visits to the website from Ann Arbor overall by 5,000 annually over 2013-2014 fiscal year. |
| **Social Media Referrals** | 1,824 | 3,297 | 55% | Increase visits from Ann Arbor to website from social media by 500 visits above 2013-2014 fiscal year. |
| **Video Views** | 1,601 | 4,506 | 35.5% | Increase video plays from Michigan by 500 annually above 2013-2014 fiscal year. |
| **PR Views & Hits*** | 28,098 | 84,294 | 33% | Increase views and hits of Ann Arbor startups in local, regional, and national news publications. |

*Due to a change in PR vendors we have taken the opportunity to track views and hits of releases highlighting Ann Arbor companies and activity. This change coincides with the start of the second quarter so our yearly goal is created from a nine-month trend line based on this quarter.

# Methodology

Ann Arbor SPARK collects and reports data from its clients over and above what is required by the contract. Salesforce.com is employed as our Customer Relationship Management system to record company data. Information about all companies is gathered through several methods as described below. Ann Arbor SPARK continues to refine procedures to capture, store, and report data more efficiently, accurately and timely.

### Initial Data Entry
A procedure was implemented in late 2008 requiring all entrepreneurs requesting assistance of Ann Arbor SPARK for Business Acceleration services, Incubator space or Boot Camp to fill out an online form 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 of the applicant's needs are captured and inputted.

### 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 to subscribe to a software service which supports our clients'' grant application processes and a SPARK talent initiative.

1. **In4Grants**: *$3,750* – Quarterly payment. Grant research, application, and coordination platform available to all incubator and accelerator clients for free.

# Glossary

In an effort to reduce redundancy and unnecessary complication, SPARK and the LDFA keep definitions of terms consistent with Michigan Economic Development Corporation. Included for clarity and reference are applicable definitions provided by the Michigan Economic Development Corporation:

## Companies Served

The number of TECH companies that contractor provided intensive services to; including accelerator grants, incubator space, mentoring, consulting, training, etc.

## Full-Time Equivalent

All W2 employees and founders, plus 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 FTEs.

## 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.