

# LDFA REPORT 2021 - 2022

## ANN ARBOR/YPSILANTI SMARTZONE

# Q1

**184** COMPANIES  
SERVED

**37** JOBS  
CREATED

**10** COMPANIES  
CREATED

**\$31.3M** FUNDS  
RAISED  
INVESTMENTS & GRANTS

**\$369K**  
DIRECT SUPPORT

## [Automotive Social Network, Throdle, Secures First Funding Round](#)

[Throdle](#), an automotive enthusiast app, has successfully closed its first round of seed capital funding. Participation in Ann Arbor SPARK's intensive Entrepreneur Boot Camp and [winning the \\$25k Best of Boot Camp prize](#) helped generate interest in the tech startup among the investment community. In addition to the prize underwritten by [SPARKcapital](#), seed funds provided by [Gibbs City Investments](#) and experience-led [Pathfinders Partners](#) ultimately closed the round. The distinct interplay between Ann Arbor SPARK and the region's startup ecosystem helped lay the foundation for Throdle's strategic business partnership.



Nadine Lee, Throdle founder and CEO, discussed the integral role Ann Arbor SPARK played in fostering key relationships within the venture capital (VC) community. "Through Boot Camp, I was assigned mentors who not only helped me in the discovery phase as I refined my product messaging but also facilitated pivotal introductions within the pipeline. The biggest benefit has been being introduced to the VC and angel community, along with the [New Enterprise Forum](#)."

The funding was immediately implemented to help accelerate Throdle's growth. The initial investment from the Boot Camp prize helped fund legal services for Throdle as the startup prepared to fundraise and close agreements in its first round. First-round funding has also allowed Throdle to hire two interns for quality assistance testing through the [Michigan STEM Forward program](#), further strengthening the region's talent ecosystem.

## [a2Tech360 Creates Connections with Ann Arbor's Hiring Companies](#)

a2Tech360, the annual event showcasing Ann Arbor's tech ecosystem, provided an opportunity for job seekers to directly connect with regional companies hiring top-tier talent. Ann Arbor SPARK hosted the a2Tech360 Job Seeker Trek on Wednesday, October 6 from 10 a.m. to noon where job seekers met virtually with 30 company recruiters.

"Job Seeker Trek connected the exceptional talent pool in Southeast Michigan directly with employers in Ann Arbor with high-wage, high tech jobs to fill," said Jennifer Cornell Queen, Ann Arbor SPARK's senior vice president, marketing, communications, and events. "The virtual format meant that job seekers from around the globe could also explore careers in the region without the need to travel, and market to the world that Ann Arbor is home to an incredible range of innovative companies that are creating jobs and attracting investment here."



[Read about a hiring success from last year's a2Tech360 Job Seeker Trek](#)

# Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority

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*Ann Arbor SPARK Quarterly Report: July 1, 2021 – September 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
15264	A creator financing and NFT marketplace.
15282Y	A digital identity and vital information storage and exchange platform.
15410	An “optimized fleet-as-a-service” to commercial fleet managers for multiple, specific purposes/uses.
15335	A frontline psychoeducation program for pregnancy and early parenting.
15288U	An app aiming to create a life free from sexually transmitted infections.

Uniq ID	Description
15339	A disruptive process which will revolutionize and cause standardization of Traumatic Brain Injury (TBI) diagnosis and treatment.
14704	An artificial intelligence tool to develop traveler profiles for recommended trips.
15389	A Pay it Forward System to purchase gifts of cheer for their friends and family.
14781Y	An algorithm that helps increase financial literacy to low-income households.
15245	An enterprise software that collects and analyzes omni-channel data using artificial intelligence.
<b>Total (10 Companies) M=0, Y=2, U=1</b>	

## Business Acceleration

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

No Phase II project this quarter.

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

Company Description	Opportunity Description	FTE's	Billed Support
<b>0585</b>		<b>3</b>	<b>\$4,600.00</b>
Software development with bio-statistics and spatial epidemiology.	Website design and updates.	3	\$2,250.00
	Website design and updates.	3	\$1,500.00
	Website design and updates.	3	\$850.00
<b>10191U</b>		<b>2</b>	<b>\$9,500.00</b>
Wireless link that offers fiber-like speeds for the back haul and last-mile connection in the network.	Review current patent applications of the client and provide IP strategy consulting as needed, provide patent preparation and prosecution for the client, and provide legal services for IP aspects of contractual transactions of the client.	2	\$9,500.00
<b>11212Y</b>		<b>3</b>	<b>\$900.00</b>
A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	Go-to-market strategic planning. Content review, feedback, and recommendation. Onsite consultation during video recordings.	3	\$900.00
<b>11252MY</b>		<b>1</b>	<b>\$2,080.40</b>
Two wheeled 'series hybrid' for developing markets.	Legal support for tax residency certificate.	1	\$562.50
	Website development.	1	\$1,517.90
<b>11540MU</b>		<b>2</b>	<b>\$490.45</b>

Company Description	Opportunity Description	FTE's	Billed Support
Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	EIDL application, invoice training for new products/services, providing expertise for recording sales revenue, sales tax, and inventory, and advice on how to handle SBIR grants when awarded.	2	\$81.20
	Accounting help and training.	2	\$171.85
	EIDL application, invoice training for new products/services, providing expertise for recording sales revenue, sales tax, and inventory, and advice on how to handle SBIR grants when awarded.	2	\$237.40
<b>11541M</b>		<b>3</b>	<b>\$5,675.00</b>
SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	Supporting strategy development, contract negotiation, grant applications and investor discussions	3	\$5,675.00
<b>11791U</b>		<b>1</b>	<b>\$3,172.50</b>
Addresses disruptive CO2 emissions convert into hydrocarbon fuels.	U-M license agreement and preparation for equity financing.	1	\$3,172.50
<b>11850</b>		<b>1</b>	<b>\$2,167.00</b>
A cloud based robo-advisory platform for commodity hedging.	Advisor and option agreement negotiation, support for compliance, and negotiation of third-party contracts.	1	\$1,465.00
	Assist client with agreements insurers.	1	\$702.00
<b>11944M</b>		<b>1.5</b>	<b>\$1,266.75</b>
Application showing the most fuel-efficient and fastest route to a desired destination.	UX/UI design edits for application, graphics, and videos for advertising posts.	1.5	\$1,266.75
<b>11954</b>		<b>4</b>	<b>\$1,000.00</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.	Website design.	4	\$1,000.00
<b>11960</b>		<b>2.5</b>	<b>\$5,000.00</b>
Background check for customers who use online services.	Service terms and conditions for application. Privacy policy for application.	2.5	\$1,709.50
	Service terms and conditions for application. Privacy policy for application.	2.5	\$3,290.50

Company Description	Opportunity Description	FTE's	Billed Support
<b>11977U</b>		<b>1</b>	<b>\$594.00</b>
Interactive headphones that allow the user to unlock or send macros to their devices.	Business formation, intellectual property, contracts with contractors, prior collaboration follow up, and trademark protection.	1	\$594.00
<b>11979</b>		<b>1</b>	<b>\$4,980.32</b>
	Oversee intern chatbot development.	1	\$1,480.34
A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	To develop and launch our content marketing strategy.	1	\$1,691.66
	To develop and launch our content marketing strategy.	1	\$1,213.32
	To develop and launch our content marketing strategy.	1	\$595.00
<b>11986</b>		<b>1</b>	<b>\$1,217.00</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	\$1,217.00
<b>12030</b>		<b>17</b>	<b>\$2,000.00</b>
ESL EdTech platform that includes business culture training.	Development of website.	17	\$2,000.00
<b>12039U</b>		<b>0</b>	<b>\$2,000.00</b>
Analytics tool that generates synthetic big data sets for healthcare.	Legal formation and IP protection.	0	\$2,000.00
<b>12107U</b>		<b>0.5</b>	<b>\$1,075.00</b>
Software and services for patient-specific cardiovascular simulation.	Logo design, and phase one of website design and development.	0.5	\$775.00
	Logo design, and phase one of website design and development.	0.5	\$300.00
<b>12128U</b>		<b>4</b>	<b>\$4,612.65</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.	4	\$510.00
	QuickBooks set-up and implementation.	4	\$176.50
	Website update.	4	\$206.25
	Seed equity legal work, HIPPA and cybersecurity support.	4	\$3,278.75



Company Description	Opportunity Description	FTE's	Billed Support
	QuickBooks set-up and implementation.	4	\$441.15
<b>12775</b>		<b>4</b>	<b>\$1,500.00</b>
A SaaS solution providing tracking of follow-up care to ensure no patient falls through the cracks. Along with patient engagement to give patients timely information helping them to stay on plan.	Equity compensation and employment assessment.	4	\$1,500.00
<b>12842M</b>		<b>4</b>	<b>\$1,885.00</b>
Last mile robot delivery solutions.	New website development.	4	\$1,885.00
<b>12864</b>		<b>3</b>	<b>\$1,670.00</b>
Desktop and mobile application for input and output of virtual ensemble performances.	Legal services - filing for non-provisional patent.	3	\$1,670.00
<b>12902</b>		<b>2</b>	<b>\$3,500.00</b>
A drug formulation to help chronic kidney disease patients.	Identification and analysis of the possible formulation combination ratios.	2	\$3,500.00
<b>12903</b>		<b>2</b>	<b>\$19,982.75</b>
A holistic financial platform tailored to couples for better expense sharing and payments.	Additional product functionality and security.	2	\$3,798.75
	Additional product functionality and security.	2	\$7,675.50
	Additional product functionality and security.	2	\$7,743.50
	Implement plaid integration, iterating on user feedback for improvements to product, and back-end work for an auto-split feature.	2	\$765.00
<b>12929MY</b>		<b>1</b>	<b>\$3,505.00</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.	Legal services: Formation documents, Terms of Service, investment support.	1	\$3,505.00
<b>13680</b>		<b>6</b>	<b>\$1,050.00</b>
A centralized portal for individuals to action their rights and view the locations in which personal data has been provided to companies.	Convertible debt financing and draft term sheet.	6	\$1,050.00
<b>13686U</b>		<b>5</b>	<b>\$5,795.26</b>
Medical artificial intelligence to predict the need to go to ER and conditions like COVID-19 with accuracy that is precise to the individual.	Employment agreement, independent contractor agreement, confidentiality, and non-disclosure agreement, create SaaS, licensing agreement, operating agreement, and draft consent form.	5	\$607.50

Company Description	Opportunity Description	FTE's	Billed Support
	Employment agreement, independent contractor agreement, confidentiality, and non-disclosure agreement, create SaaS, licensing agreement, operating agreement, and draft consent form.	5	\$1,259.01
	Employment agreement, independent contractor agreement, confidentiality, and non-disclosure agreement, create SaaS, licensing agreement, operating agreement, and draft consent form.	5	\$2,628.75
	QuickBooks training and initial set up	5	\$1,300.00
<b>14236U</b>		<b>1</b>	<b>\$1,306.25</b>
An user interface for open source scRNA-req analysis tools.	Assistance with potential investor and licensor negotiations.	1	\$1,306.25
<b>14668Y</b>		<b>2</b>	<b>\$2,750.00</b>
Plant-based braiding hair designed to reduce irritation and pollution from synthetic braiding hair.	Research market landscape	2	\$2,750.00
<b>14698</b>		<b>2.5</b>	<b>\$4,056.00</b>
	User terms of service.	2.5	\$3,282.50
A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience.	Legal services - privacy policy.	2.5	\$420.00
	Legal services - privacy policy.	2.5	\$353.50
<b>14747</b>		<b>3</b>	<b>\$2,582.00</b>
A video game advertising agency that helps businesses and brands promote their products.	Legal formation, founder contracting agreement, negotiation of terms with Chase Winovich agreement, and revise privacy policy for application.	3	\$582.00
	Assist and finalize pitch art.	3	\$2,000.00
<b>14782U</b>		<b>2</b>	<b>\$242.00</b>
Wastewater treatment process that is more energy efficient and a smaller footprint.	Patent nationalization in Australia and Europe.	2	\$116.00
	Patent nationalization in Australia and Europe.	2	\$126.00
<b>14797MU</b>		<b>1</b>	<b>\$1,867.50</b>
A hardware, software, and service that assists automated vehicle manufacturers in collecting data needed to develop and test automated driving systems.	Formation and U-M licensing.	1	\$1,867.50



Company Description	Opportunity Description	FTE's	Billed Support
<b>15107</b>		<b>2</b>	<b>\$20,000.00</b>
An application for peer-to-peer tool and equipment rentals.	Consulting, development and testing fee.	2	\$10,000.00
	Quantity and inventory management.	2	\$10,000.00
<b>15134U</b>		<b>0</b>	<b>\$1,000.00</b>
An artificial intelligence tools that allow users to search videos.	Legal services - formation.	0	\$1,000.00
<b>15179</b>		<b>2</b>	<b>\$10,000.00</b>
Capital and technology enabled platform that will aid tenants, help them preserve their capital, and win landlords more lease deals.	Intangible assets services agreement, tangible assets purchase money financing agreement, landlord waiver, and ancillary agreements documents	2	\$10,000.00
<b>15181U</b>		<b>3</b>	<b>\$8,500.00</b>
Artificial intelligence-assisted software for real time colonoscopy video analysis that delivers an endoscopic Mayo score that is reliable and reproducible saving time and money to help deliver drugs to market, quicker.	Product validation study.	3	\$2,000.00
	Product validation study.	3	\$3,000.00
	Product validation study.	3	\$2,000.00
	Product validation study.	3	\$1,500.00
<b>15264</b>		<b>4</b>	<b>\$10,000.00</b>
A creator financing and NFT marketplace.	Brand messaging.	4	\$8,750.00
	Brand messaging.	4	\$1,250.00
<b>15288</b>		<b>1</b>	<b>\$352.50</b>
An app aiming to create a life free from Sexually Transmitted Infections.	NDA, trademark, and copyright filing.	1	\$352.50
<b>15335U</b>		<b>2</b>	<b>\$752.50</b>
A frontline psychoeducation program for pregnancy and early parenting.	To begin the stream of revenue for GFT by launching sales of SMC end-user license agreements (EULAs).	2	\$752.50
<b>15418</b>		<b>3</b>	<b>\$2,479.32</b>
A new style CPAP/BIPAP mask/liner.	To validate EPO grant of application.	3	\$2,479.32
<b>16143</b>		<b>7</b>	<b>\$1,200.00</b>

Company Description	Opportunity Description	FTE's	Billed Support
A company that holds the exclusive license to commercialize a novel compound preventing brain cell destruction from BAP.	Business planning and analysis; Capitalization and funding to conduct human clinical trials; Other consulting and work necessary to organize data, documents, and recruit essential staff.	7	\$1,200.00
<b>4185U</b>		<b>0.5</b>	<b>\$2,561.25</b>
Works with manufacturers to choose the right wireless power technology and integrate it with their product.	Negotiate and finalize sublicense agreement with Enhale Medical.	0.5	\$1,903.75
	Sublicense agreement negotiation with XII Medical.	0.5	\$657.50
<b>7674</b>		<b>1</b>	<b>\$82.50</b>
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Trade secret and copyright protection, employment contracts, options agreements, master license agreement.	1	\$82.50
<b>8366YU</b>		<b>2.5</b>	<b>\$1,560.00</b>
Physiological performance data analytics company.	Accounting services.	2.5	\$600.00
	Accounting services.	2.5	\$960.00
<b>8591</b>		<b>2</b>	<b>\$4,500.00</b>
Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence (WPV) prevention and active shooter preparedness.	SEO lead generation	2	\$1,500.00
	SEO lead generation	2	\$1,500.00
	SEO lead generation	2	\$1,500.00
<b>8636Y</b>		<b>2</b>	<b>\$1,705.00</b>
Guided meditation and respiratory biofeedback application.	Legal support for fundraising.	2	\$1,705.00
<b>Totals (46 Companies) Mobility= 7, Ypsilanti = 6, University = 16</b>		<b>119</b>	<b>\$168,715.90</b>

## Talent Programs

### Entrepreneur-In-Residence Program

This quarter, 24 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
11979	A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	1	\$4,000.00
0585	Software development with bio-statistics and spatial epidemiology.	3	\$3,550.00
11801U	A machine learning algorithm based on parcel data, historical records, and other data sources to predict service line materials.	7	\$7,500.00
8769	Automated legal document generation software.	1	\$6,000.00
11954	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.	4	\$3,000.00
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	3	\$9,000.00
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
7938	Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	2.5	\$5,000.00
12886M	A platform for independent mechanics to schedule appointments and payments for at-home car services.	2	\$23,995.00
11838	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.	2	\$4,750.00
8366UY	Physiological performance data analytics company.	2.5	\$250.00
8132Y	DNA and bioinformatics analysis and collaboration platform.	1	\$2,116.66
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.	2	\$12,000.00
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	6	\$4,050.00
14242U	A cloud-based computational teaching and learning platform.	2	\$4,500.00
12109	A marketing company that offers software as a service to facilitate the exchange of ideas and products through relationships.	2	\$12,000.00
15090	Digital health and education company with a proven program to reduce weight and thus improved non-alcoholic fatty liver disease (NAFLD) for its members.	4	\$908.28
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	3	\$1,725.00
7131	An education and evaluation application to reduce high diagnostic error rates.	2	\$4,500.00
11862U	A mobile application delivering Cognitive Behavioral Therapy to the hands of the people who need it most.	4	\$462.50
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	3	\$2,720.00
11960	Background check for customers who use online services.	2.5	\$9,000.00
11850	A cloud based robo-advisory platform for commodity hedging.	1	\$3,000.00
<b>Total (23 Companies) Mobility= 3, Ypsilanti = 2, University = 4</b>		<b>62.5</b>	<b>\$129,769.16</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 intern. This frees up additional funds for other purposes and provides a de-risked way to try out a potential permanent addition to the team - an opportunity that is invaluable during the pivotal period of initial hires. Often the talent is retained at the company after the matched period ends. Special consideration is given to applicants who are considering moving to Ann Arbor and Ypsilanti from another tech hub or have skillsets in high demand. While originally conceived as a summer program, it continues to meet the needs of startups year-round. Any amount invoiced or billed above the matching amount is paid in part by the client.

Uniq ID	Description	FTE's	Billed Support
14747	A video game advertising agency that helps businesses and brands promote their products.	3	\$2,834.46
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	3	\$3,946.32
4341M	Scheduling and dispatch solutions for rural transit systems.	3	\$187.92
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	3	\$1,106.00
11353	Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	1	\$6,240.00
13622	Creation of gaming software and merchandise for female audiences.	3	\$6,152.34
11691U	Focus on bringing the therapeutic benefits of nitric oxide to market.	11.5	\$1,760.00
11988	Scalable smart camera system that captures all objects in any sports scene, including players and officials, from multiple points of view including 3-D motion.	1	\$5,200.00
11335M	Method to evaluate the safety of an autonomous vehicle.	1	\$2,779.66
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	2	\$696.00
8797	Off-the-shelf machine learning applications.	31	\$2,240.00
11708U	An automation software company that has software algorithm that doubles the speed of 3-D printers via vibration compensation.	2	\$2,400.00
15090	Digital health and education company with a proven program to reduce weight and thus improved non-alcoholic fatty liver disease (NAFLD) for its members.	4	\$3,915.00
8189M	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	9	\$4,995.00
<b>Total (14 Companies) Mobility= 3, Ypsilanti = 0, University = 2</b>		<b>77.5</b>	<b>\$44,452.70</b>

## Digital Engagement Clinic

Uniq ID	Opportunity: Description	FTE's	Billed Support
14816	Holding account for 2021 DEC interns	0	\$5,739.39
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	63	\$2,702.29
6828U	Software for the analysis of genetic data.	7	\$2,818.80
11661M	Industry 4.0, smart inspection for manufacturing.	2	\$2,748.95
8912Y	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	2	\$2,818.80
11120U	Cross-MBA trips for students from several universities before their MBA program begins.	2	\$2,744.42
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	3	\$2,709.19
7117U	Data processing algorithms and curated genetic database software as a service.	27.5	\$2,725.64

Uniq ID	Opportunity: Description	FTE's	Billed Support
11944M	Application showing the most fuel-efficient and fastest route to a desired destination.	1.5	\$2,662.20
11838	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.	2	\$2,936.25
12842M	Last mile robot delivery solutions.	4	\$2,709.18
8197M	Business-to-business automotive software and hardware company.	5	\$2,693.52
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	3	\$2,816.93
7885	Mobile and web-based applications providing on-demand lawn care and snow removal services.	7	\$2,662.20
7531UY	Lactation simulation model and a breastfeeding education application.	18.5	\$2,740.50
7375U	Mobile app for tracking and analyzing pain data.	4	\$3,500.80
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	6	\$3,085.03
8806	Turnkey passive home entry module.	8	\$2,505.60
12109	A marketing company that offers software as a service to facilitate the exchange of ideas and products through relationships.	2	\$2,721.40
8797	Off-the-shelf machine learning applications.	31	\$2,818.80
15090	Digital health and education company with a proven program to reduce weight and thus improved non-alcoholic fatty liver disease (NAFLD) for its members.	4	\$1,887.04
11212Y	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	3	\$2,433.58
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	3	\$2,572.16
11960	Background check for customers who use online services.	2.5	\$2,944.08
<b>Total (25 Companies) Mobility= 6, Ypsilanti = 3, University = 5</b>		<b>212</b>	<b>\$71,453.71</b>

## Boot Camp

Uniq ID	Account Description	FTE's
12179	Allows enterprises to move data around with complex rules and engineers.	1
12250	Subscription-based charging solution for electric vehicles.	1
14831	A precision medicine company focused on developing in vitro and digital cancer diagnostic devices.	1
15159	Helps healthcare companies know what germs are growing in their clinical environments.	1
15162	A system of power delivery utilizing 2nd life EV batteries capable of fulfilling commercial and retail needs.	0
15196	A children's app aimed at fostering social and emotional intelligence to 3 to 7-year-olds in the U.S.	3
15201	A platform that enables individuals to send packages from the comfort of their home and wallet.	3
15224	An online platform that gamifies investing.	4.5
15245	An enterprise software that collects and analyzes omni-channel data using AI	2
15256	An autonomous wagon tracks and follows an individual.	1
15259	A wellness platform that offers a spectrum of human-centered connection for users that can be profoundly impactful to underserved communities.	4
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	3
<b>Total (12 Companies)</b>		<b>24.5</b>

## Biotech Commercialization Course

This course is a next level (basic customer discovery, value prop, and competitive analysis) educational offering for biotech companies undergoing commercialization, offering a deeper dive to the challenges of healthcare commercialization. Teams will continue to refine their pitches for investors, navigate future milestones, and learn more about raising money as a healthcare company.

Topics to be covered include:

- Stakeholders & Markets
- Commercialization Case Study (Medical Device)
- Customer Discovery for Healthcare Settings
- Communication Healthcare Innovation
- De-Risking Innovation, Planning & Development Milestones
- Intro to Equity and Investments

Uniq ID	Account Description	FTE's
14831	A precision medicine company focused on developing in vitro and digital cancer diagnostic devices.	1
15159	Helps healthcare companies know what germs are growing in their clinical environments.	1
15339	A disruptive process which will revolutionize and cause standardization of Traumatic Brain Injury (TBI) diagnosis and treatment.	2
15405	A web application capable of helping those with speech impediments.	3.5
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	3
<b>Total (5 Companies)</b>		<b>10.5</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 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>				<b>5</b>	<b>16</b>
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.	7/26/2021	7/26/2022	1	4
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	2/1/2021	1/31/2022	1	1

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
11541	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	2/1/2021	1/31/2022	1	2
11701	Mobile application for autonomous vehicles and pedestrians to help avoid collisions.	1/26/2021	7/25/2021	1	6
11865	Advertising technology platform that makes local advertising faster, less expensive, and more accountable.	10/11/2019	10/10/2020	1	3
<b>SPARK Central - Lower Level: Flex Desk</b>				<b>4</b>	<b>21</b>
12179	Allows enterprises to move data around with complex rules and engineers.	6/15/2021	6/15/2022	1	1
7336	Supply chain software.	10/1/2020	4/30/2021	1	10
11900	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	5/4/2020	11/4/2020	1	3
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	2/25/2020	8/25/2020	1	7
<b>SPARK Central - Lower Level: Virtual Desk</b>				<b>0</b>	<b>301</b>
16143	A company that holds the exclusive license to commercialize a novel compound preventing brain cell destruction from BAP.	9/27/2021	3/27/2022	-	7
14774	Solar modules for low-speed electric vehicles.	9/15/2021	10/15/2021	-	1.5
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.	9/14/2021	9/14/2022	-	1
8609	Quotation Lifecycle Management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	9/14/2021	9/14/2022	-	4
12842	Last mile robot delivery solutions.	9/9/2021	3/9/2022	-	4
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	9/1/2021	12/1/2021	-	3
11540	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	8/28/2021	8/28/2022	-	2
15340	A type of Li-ion battery capable of high energy density and extreme fast charging.	8/26/2021	2/26/2022	-	4
15378	A company that provides a robotics platform for autonomous mobility solutions in a variety of industries.	8/23/2021	2/23/2022	-	1
15389	A Pay it Forward System to purchase gifts of cheer for their friends and family.	8/19/2021	8/19/2022	-	1
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.	8/6/2021	2/6/2022	-	2
15352	A venture capital firm.	8/4/2021	8/4/2022	-	1
15264	A creator financing and NFT marketplace.	7/15/2021	1/15/2022	-	4
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	6/21/2021	6/21/2022	-	2.5
585	Software development with bio-statistics and spatial epidemiology.	6/16/2021	12/16/2021	-	3
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	6/7/2021	12/7/2021	-	3

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
15241	A platform that utilizes biosignals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.	6/1/2021	12/1/2021	-	4.5
15255	Digitization of an existing professional internal auditing methodology.	5/27/2021	11/27/2021	-	2
15179	Capital and technology enabled platform that will aid tenants, help them preserve their capital, and win landlords more lease deals.	4/26/2021	4/26/2022	-	2
15159	Helps healthcare companies know what germs are growing in their clinical environments.	4/26/2021	10/26/2021	-	1
11324	Human behavior prediction using artificial intelligence.	4/9/2021	10/9/2021	-	3.5
15107	An application for peer-to-peer tool and equipment rentals.	4/9/2021	4/9/2022	-	2
6835	Combustion cycle and injection technology.	4/1/2021	4/1/2022	-	30
14829	Training tool for medical purposes.	4/1/2021	10/1/2021	-	1
14794	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	3/18/2021	9/17/2021	-	1
11966	Accurately putt using this golf putting aide technology.	2/24/2021	8/24/2021	-	2
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers.	2/17/2021	8/17/2021	-	1
12040	Performance disposable instrument used in cardiac bypass surgery.	2/16/2021	9/30/2021	-	0.5
11105	Do it yourself financial planning in a digital platform.	2/16/2021	2/16/2022	-	4
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.	2/16/2021	8/16/2021	-	2.5
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	2/16/2021	2/16/2024	-	2
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	2/16/2021	2/16/2022	-	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.	2/15/2021	2/15/2022	-	2.5
8323	System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	2/15/2021	8/15/2021	-	1
11850	A cloud based robo-advisory platform for commodity hedging.	2/15/2021	2/15/2022	-	1
7723	A research and consulting firm focused on transportation and sustainability.	2/15/2021	2/15/2022	-	1
8769	Automated legal document generation software.	2/15/2021	2/15/2022	-	1
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	10/21/2020	4/20/2021	-	3
7131	An education and evaluation application to reduce high diagnostic error rates.	10/20/2020	4/19/2021	-	2
14252	High definition maps for simulation.	10/20/2020	4/19/2021	-	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.	10/19/2020	4/18/2021	-	9
13680	A centralized portal for individuals to action their rights and view the locations in which personal data has been provided to companies.	8/27/2020	2/26/2021	-	6

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
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.	8/10/2020	2/9/2021	-	1
11806	Powerful diagnostic test for prostate cancer that measures levels T2:ERG and PCA3 in urine.	7/31/2020	1/30/2021	-	117
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	7/29/2020	1/28/2021	-	2
11373	Software development studio with a focus on digital games, entertainment, and tools.	7/29/2020	1/28/2021	-	0
12190	Makes control data easy and accessible to build predictive economic models.	5/19/2020	11/18/2020	-	1
12070	An automotive clean-tech company from Finland that designs, manufactures and sells technology that enables the use of bio fuel in gasoline and hybrid vehicles and other machinery.	5/1/2020	11/30/2020	-	1
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	2/1/2020	7/31/2020	-	2.5
11918	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	11/7/2019	5/6/2020	-	4
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	5/23/2019	11/23/2019	-	2
7982	Drug discovery SaaS product.	1/1/2019	6/30/2019	-	4
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	3/1/2018	2/14/2021	-	1
8774	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	1/15/2018	7/16/2018	-	2
8591	Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence (WPV) prevention and active shooter preparedness.	7/19/2017	1/18/2018	-	2
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/2017	7/15/2018	-	3
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/2013	12/31/2016	-	2
<b>SPARK Central - Lower Level: Suite</b>				<b>8</b>	<b>8</b>
2203	Online furniture inventory management that allows targeted retailer interaction.	10/1/2019	9/30/2020	8	8
<b>SPARK Central - 3rd Floor: Suite</b>				<b>16</b>	<b>39</b>
8797	Off-the-shelf machine learning applications.	2/15/2021	2/15/2022	10	31
8806	Turnkey passive home entry module.	10/1/2019	9/30/2021	6	8
<b>SPARK Central - 4th Floor: Designated Desk</b>				<b>6</b>	<b>19</b>
4803	An intuitive integrated display that retrieves medical data.	9/14/2021	9/14/2022	1	6
8050	Employee engagement SaaS app.	7/22/2020	1/21/2021	4	12
11476	Postmodern enterprise resource planning (ERP), enabling businesses to run more efficiently and eliminate wasteful activities.	3/18/2020	9/18/2020	1	1
<b>SPARK Central - 4th Floor: Flex Desk</b>				<b>3</b>	<b>13</b>
11635	A one-stop shop where customers can purchase all of their nightlife products in one place.	2/16/2021	2/16/2022	1	7
8419	Next-generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	11/4/2020	5/3/2021	2	6

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
<b>SPARK Central - 4th Floor: Virtual Desk</b>				<b>0</b>	<b>45.5</b>
15196	A children's app aimed at fostering social and emotional intelligence to 3 to 7-year-olds in the U.S.	5/20/2021	11/20/2021	-	3
11960	Background check for customers who use online services.	4/12/2021	10/12/2021	-	2.5
15113	Electric bike manufacturer.	4/1/2021	10/1/2021	-	1
15090	Digital health and education company with a proven program to reduce weight and thus improved non-alcoholic fatty liver disease (NAFLD) for its members.	3/11/2021	9/10/2021	-	4
8543	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	1/22/2021	7/21/2021	-	4
14698	A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience.	1/11/2021	7/10/2021	-	2.5
14691	A material innovation company supplying industrial hemp to the automotive plastics market.	1/11/2021	7/10/2021	-	5
8189	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	1/1/2021	6/30/2021	-	9
11893	Developing a level 4 autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet.	12/1/2020	5/31/2021	-	2
11691	Focus on bringing the therapeutic benefits of nitric oxide to market.	11/6/2020	5/5/2021	-	11.5
6407	Home care assistant services for household duties to light non-medical personal care applicants.	6/26/2020	12/25/2020	-	1
<b>SPARK East: Flex Desk</b>				<b>6</b>	<b>21</b>
15281	Automated SMB loan approval process to accelerate loan approval for SMB.	7/22/2021	1/22/2022	1	2.5
7591	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	6/1/2021	9/1/2022	3	11
8636	Guided meditation and respiratory biofeedback application.	2/16/2021	8/16/2021	1	2
8255	Communications software for business-to-business or business-to-consumer.	2/15/2021	2/15/2022	1	4
12857	Matches technologists and organizations in need of technological assistance creating projects.	8/3/2020	2/2/2021	-	1.5
<b>SPARK East: Virtual Desk</b>				<b>0</b>	<b>63.5</b>
15408	A portable document and photo scanner.	9/7/2021	3/7/2022	-	1
15282	A digital identity and vital information storage and exchange platform.	7/7/2021	1/7/2022	-	3
12902	A drug formulation to help Chronic Kidney Disease patients.	7/1/2021	7/1/2022	-	2
8457	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	3/23/2021	3/23/2022	-	3
11252	Two wheeled 'series hybrid' for developing markets.	2/18/2021	2/18/2022	-	1
7531	Lactation simulation model and a breastfeeding education application.	2/17/2021	2/17/2022	-	18.5
11880	In-application music discovery competitions that reward listeners for competing and discovering new music.	2/16/2021	2/16/2022	-	0.5
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	2/16/2021	2/16/2022	-	5
11985	Self-contained, pre-engineered, and pre-configured, mobile solar nano grids with a variety of solutions inside the Nano grid.	2/15/2021	2/15/2022	-	6
8132	DNA and bioinformatics analysis and collaboration platform.	2/15/2021	2/15/2022	-	1

Uniq ID	Account Description	Start Date	Exit Date	Seats	FTE's
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2/12/2021	8/11/2021	-	2
14668	Plant-based braiding hair designed to reduce irritation and pollution from synthetic braiding hair.	1/20/2021	7/18/2021	-	2
11953	Test technology for color measurement in paint for quality control.	1/1/2021	6/30/2021	-	1
14226	Web application that tailors to companies in search of qualified technology-based suppliers.	9/18/2020	3/17/2021	-	1
13624	An application that brings price transparency to the liquor industry.	8/24/2020	2/23/2021	-	2
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.	8/24/2020	2/23/2021	-	1
12884	Eco-friendly prescription medication bottle manufacturing.	8/6/2020	2/5/2021	-	3
11967	Enhance the investment performance of institutional investors through the best execution of securities finance.	5/1/2020	11/1/2020	-	1
11831	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/2019	10/31/2020	-	1
8366	Physiological performance data analytics company.	10/10/2019	1/9/2020	-	2.5
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.	5/1/2019	11/1/2019	-	3
3549	Disposable patient lifting system.	9/7/2010	3/31/2016	-	3
<b>SPARK East: Suite</b>				<b>7</b>	<b>7</b>
1782	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	3/15/2019	3/15/2024	7	7
<b>Total (113 Companies)</b>				<b>55</b>	<b>554</b>

## Hosted Networking and Educational Events

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

Event Date	Event Name	Event Description	Attendees
7/14/21	Invest 2021: Exit Path Trends, Goals, and Resources	SPARK and Bodman discuss how tech entrepreneurs should prepare their companies for acquisition including how to clearly identify exit goals and be aligned with those positioning a company for sale and the many resources available to help companies along the way.	35
7/15/21	Foundational of Operational Excellence Series   Part Three: Getting it Done!	Ann Arbor SPARK and JointPivot explore operational excellence in a four-part series that focuses on strategy, people, processes, and tools needed to add value to an organization.	12
7/28/21	A2Mobility Tech Meetup   Autaza: The Cutting Edge of Quality Control	Ann Arbor SPARK, Autaza, ABR Robotics, and ESI Group discuss how companies are modernizing quality control to exceed industry standards for efficiency and accuracy that are required for success in the ever-changing world of modern mobility.	39



Event Date	Event Name	Event Description	Attendees
8/3/21	Data Privacy Rules for Selling Internationally	Data privacy experts from the International Trade Administration's digital services industry specialists discuss how to comply with the various data privacy rules around the globe, including the GDPR.	77
8/5/21	Foundations of Operational Excellence   Part 4: People, Leadership & Change	A four-part series will focus on strategy, people, process, and tools needed to add value to an organization. Each hands-on session will leave attendees with a list of immediately applicable action items so they can hit the ground running on their path to success.	8
8/17/21	ACE Webinar   Small Business Funding Roundtable	ACE is designed to help small business owners learn new skills and reinforce best practices by learning from subject matter experts in finance, sales, marketing, and accounting. Join the webinar on Tuesday, August 17 to hear from a panel of experts with more than 50 years of experience in the field of financing small business.	77
8/24/21	ACE After Hours	ACE After Hours is an opportunity for business owners to network with each other and experts from the community who can help advance their goals and success.	14
8/31/21	ACE Webinar   Strategic Planning - Drive Growth & Capture Opportunities	ACE is designed to help small business owners learn new skills and reinforce best practices by learning from subject matter experts in finance, sales, marketing, and accounting. This session is perfect for small or middle market businesses looking to think outside the box and reposition their vision and strategy.	18
9/14/21	ACE Webinar   Small Business Funding Resource Panel	In this session of ACE, small businesses in search of resources will hear from a panel of experts on where to find the technical assistance needed for startups and companies looking to grow.	18
9/15/21	A2Mobility Tech Meetup   Welcoming Ann Arbor's On Demand Autonomous Shuttle!	A2GO moves autonomous shuttle technology from the lab of U-M's North Campus to the living lab that is the city of Ann Arbor. It is now possible to measure real results that reflect the potential of AV services to integrate smoothly with existing public transit systems and make transportation more accessible to more people.	71
9/16/21	SPARK.ed   Software Patents: Key Insights for IP Success	At this SPARK.ed event, panelists will discuss what attendees need to know about the options for protecting their software-based innovation and take an international look at how the "world" views AI/ML innovations. From an implementation perspective, this event will look at managing code ownership when outsourcing and how iterative agile methodology can impact patent strategy.	24
9/21/21	ACE Webinar   Media Training 101	ACE is designed to help small business owners learn new skills and reinforce best practices by learning from subject matter experts in finance, sales, marketing, and accounting. In this session, learn how to put a company's best brand forward with compelling messaging, punchy soundbites, and even how to handle questions no one wants to answer.	18
9/23/21	PR & Content Strategy 101: A Foundation for Your Business Communications	Join tech editor and content marketer Laura K. Cowan of Ann Arbor's Cronicle Press Tech News and Cronicle Consulting to answer these questions: What is content strategy? How is a content strategy different from a sales pitch? How does one develop a content strategy for a particular business? How should a business choose the right kind of content? How does a business reach and build the right audience?	22

Event Date	Event Name	Event Description	Attendees
9/28/21	ACE Webinar   The Correct Answer is A CPA, Or is it?	ACE is designed to help small business owners learn new skills and reinforce best practices by learning from subject matter experts in finance, sales, marketing, and accounting. In this session, panelists will discuss the numerous options available for financial services: -What services do they provide? -What do the different levels mean? -What can they do? -What you should look for one's business needs.	6
<b>Total (14 Events)</b>			<b>439</b>

## Microloans

<b>Number of loans currently outstanding:</b>	<b>9</b>
<b>Current total loan amount outstanding</b>	<b>\$389,108.55</b>
<b>Loan amounts repaid this fiscal year</b>	<b>\$34,500</b>
<b>Loans written off this fiscal year</b>	<b>\$0</b>
<b>Cumulative Jobs retained</b>	<b>98</b>
<b>Cumulative net Jobs created</b>	<b>279</b>
<b>Payment made back to LDFA this fiscal year</b>	<b>\$0</b>
<b>Current balance of the microloan account</b>	<b>\$44,500.59</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
<b>Venture Capital</b>		<b>\$23,930,000</b>
<b>3060</b>	Johnson & Johnson Innovation, Almeda Ventures, Hylant, the University of Michigan venture investment program MINTS, Michigan Biomedical Venture Fund, Consensus Business Group (CBG), Nirvana Serial Stage Investment Partners and additional individuals	\$13,000,000
<b>8806</b>	Invest Detroit, Michigan Rise, Commune Angels, Northern Michigan Angels, Birmingham Angels, and One Angel	\$455,000
<b>11166</b>	-	\$100,000
<b>11708</b>	Invest Detroit	\$75,000
<b>8832</b>	Mercury Fund, Silicon Valley VC firm Ten Eleven Ventures, Angel investors: Zack Urlocker and Jim Cyb, M25, Array Ventures	\$10,300,000
<b>12842</b>	-	\$2,070,000
<b>Angel</b>		<b>\$2,595,000</b>
<b>8514</b>	-	\$325,000
<b>11985</b>	-	\$200,000
<b>SBIR/STTR</b>		<b>\$1,710,525</b>
<b>815</b>	-	\$1,710,525
<b>Corporate/University/Foundation</b>		<b>\$3,040,000</b>
<b>11944</b>	Michigan Mobility Funding Platform Grant	\$40,000

Uniq ID	Investor Organization Name	Total Amount
11801	Google	\$3,000,000
<b>Acquisition</b>		
7704	Acquisition	-
<b>Other</b>		<b>\$70,000</b>
12782	ACT Tulsa	\$70,000
<b>Grand Totals (13 records)</b>		<b>\$31,345,525</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. **Clicktools:** \$1,497 - Online survey creation and distribution apparatus that automatically inputs responses into our CRM. We use this instrument to conduct the annual survey.
3. **Salesforce:** \$4,778.98 – Customer relationship management (CRM) platform.





**Total: \$7,400.98**

# Integrated Marketing Plan



## Marketing Performance Metrics | Q1

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 21 – 22, Q1	Compared to Last Quarter	Compared to Last Year
<b>Website Visits</b> 	Visits to our website will raise awareness and provide valuable tools and resources.	97,978	<b>+ 19%</b>	<b>- 46%</b>
<b>Video Views</b> 	Video views on multiple platforms to reach wider audiences.	155,686	<b>+ 26%</b>	<b>- 51%</b>
<b>Social Media Impressions</b> 	General visibility on a variety of popular social media platforms.	3,315,673	<b>+ 153%</b>	<b>- 15%</b>
<b>Social Media Interactions</b> 	Direct, positive interactions with people from all over the world.	250,835	<b>+ 165%</b>	<b>+ 8%</b>



## 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 marketing strategy and 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 on the execution of specific tactics, and connecting clients to additional community resources. This quarter there were a total of 46 sessions with 17 companies, 0 of them were new marketing clients.

Uniq ID	Marketing Strategy Type	New Company	Sessions
15259	Strategic marketing session		2
8255	Strategic marketing session		4
14814	Strategic marketing session, content development, and content review and edits		5
585	Strategic marketing session and marketing referral		4
14698	Strategic marketing session		1
11120	Strategic marketing session, content development, and content review and edits		8
8769	Content review and edits		1
15408	Marketing referral		1
15282	Marketing referral		1
15281	Content review & edits, strategic marketing session, and marketing referral		5
15107	Marketing resources and educational materials and strategic marketing session		2
15288	Strategic marketing session		1
6977	Strategic marketing session and content review and edits		7
15244	Marketing referral		1
8591	Marketing referral		1
16135	Marketing resources and educational materials		1
7131	Strategic marketing session		1
<b>Total (17 Companies)</b>		<b>0</b>	<b>46</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 is a few takeaways from their performance over the last quarter.

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

8 Total requests received

8 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 during this quarter

### **Capital Raised**

Lenawee Now's portfolio companies did not raise any capital private capital this quarter. In order to meet this metric Lenawee Now uses sales. To date we have used the sales numbers for Vision Marine. They had sales of \$500K 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 which could be accessed through the SPARK website. Basic information including name, address, phone, email, and brief description of company are required. This information is automatically fed into Salesforce. An effort is made to connect with all inquiries within 48 hours. In an initial communication, additional data gathered by SPARK personnel determines if the entrepreneur meets minimum criteria to warrant further discussion and assistance. At that time, a better description is captured of the applicant's needs.

### Retained FTEs

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

### Current FTEs

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

### Annual Survey

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

### Jobs Created

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

## 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.