

LDFA REPORT 2023 - 2024

ANN ARBOR/YPSILANTI SMARTZONE

Q3

228 COMPANIES
SERVED

25 JOBS
CREATED

9 COMPANIES
CREATED

\$9.2M FUNDS
RAISED
INVESTMENTS & GRANTS

\$296K
DIRECT SUPPORT

Unveiling Michigan’s Brightest Startups and a \$25,000 Grand Prize Winner at Ann Arbor SPARK’s Boot Bamp Celebration

Michigan’s entrepreneurial ecosystem applauded four early-stage companies at Ann Arbor SPARK’s Entrepreneur Boot Camp Celebration. The companies, Hippo Creates, STEMpro, Tackboard, and PolicySwift pitched their ideas to a panel of judges for a chance to receive a \$25,000 investment.

Taking home the Best of Boot Camp grand prize was Tackboard, a manufacturing plant application that immediately alerts managers and support function groups of down machines, helping save plants tens of thousands by minimizing downtime. Founder Josh Porter had a vision for the product and visited a number of tech hubs around the country before launching the idea. After speaking with Ann Arbor SPARK, he moved from southern Indiana to the area to pursue his business idea. In addition to the great mentorship and other resources provided by Boot Camp, Porter and Holmes made a significant pivot after completing the program — a complete rebrand. “We wanted the name to reflect how our product serves as an information hub in the manufacturing space while conjuring a very familiar concept,” said Porter.



Ann Arbor SPARK Announces \$150k Investment in Security Snares as part of Michigan Innovate Capital Fund Program



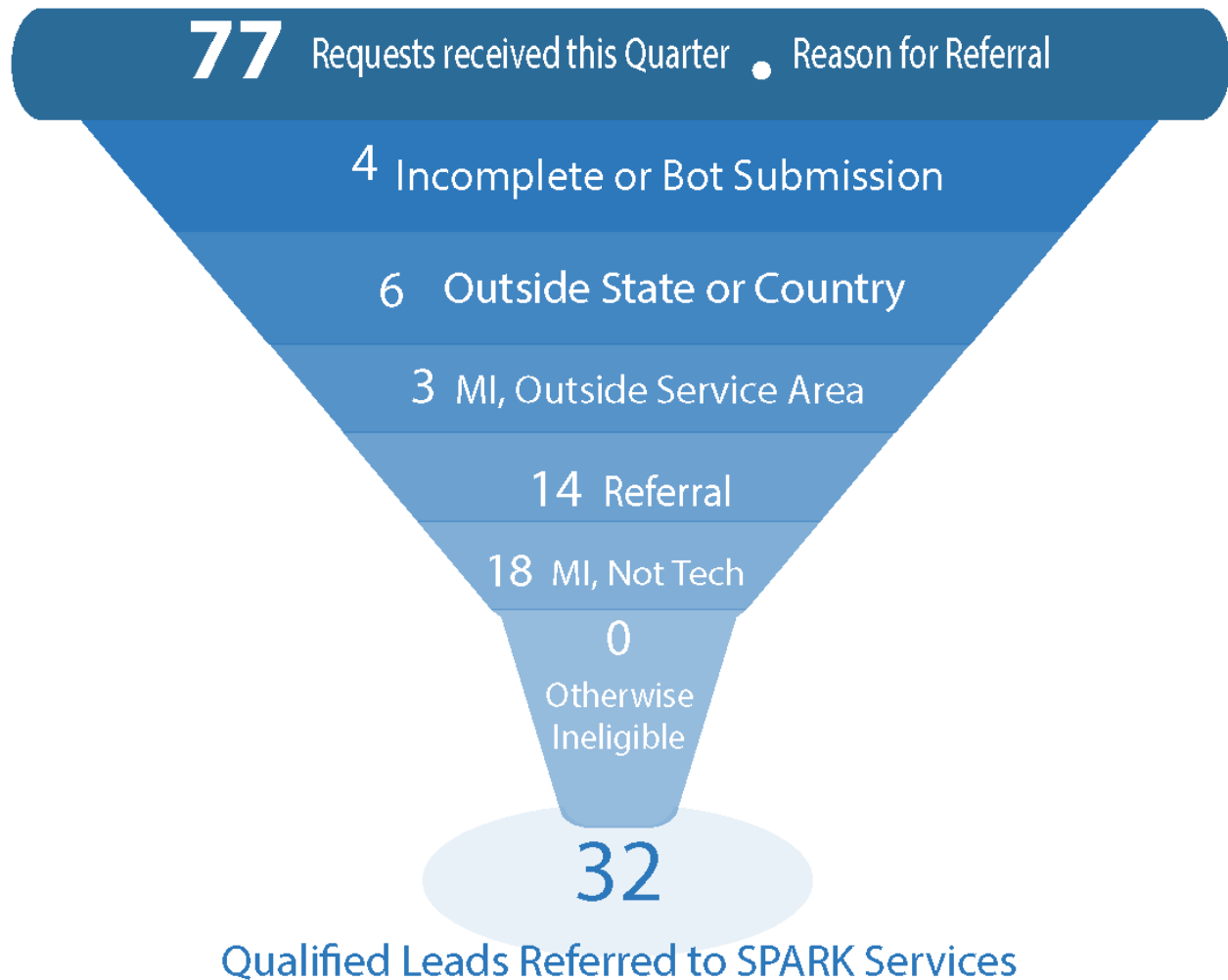
Ann Arbor SPARK announces a pivotal \$150,000 investment in Security Snares, a trailblazing B2B cybersecurity company, as part of its \$500,000 pre-seed funding round. This investment marks the first of many from the Michigan Innovate Capital Fund (MICF) program’s \$5 million allocation to SPARK, which will be deployed over a 2.5-year period. With this investment, Ann Arbor SPARK sets a precedent for future MICF program allocations,

spotlighting the immense potential of Michigan’s technology sector and the critical role of strategic investments in nurturing innovation and growth. The MICF Program enables SPARK to provide critical assistance to LDFA clients to continue their growth once they have outgrown SPARK Entrepreneurial Services support.

Ann Arbor-Ypsilanti SmartZone

Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: January 1, 2024 – March 31, 2024



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

P = Pending Service - Companies that SPARK has provided consulting services for but has yet done a formal engagement with (i.e., BA Grant, EIR, Intern, Incubator, BootCamp, etc.).

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

Uniq ID	Description
17383	Enhancing the performance of AI algorithms.
17306	Provides eDNA-based biodiversity assessments and monitoring, along with a suite of novel analytical tools to help nonprofits and industry to accurately report on their biodiversity-related impacts
16741M	A charging and retail service offering network/franchise, intending to provide better amenities and services that drivers and passengers may reasonably expect while charging their car.
16985U	An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.
17434MU	An efficient autonomous mobility system.
17296	Provides expertly-curated templates for agreements commonly-used by entrepreneurs, businesses and lawyers.
17436	Community Management Infrastructure Tech.
17342	Developing anti-caries probiotics.
17371	Develops buyer personas based on data analysis.
Total (9 Companies)	

Business Acceleration

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

Uniq ID	Description	FTEs	Billed Support
16196U	A room-sized augmented reality (AR) system for inclusive play and exercise.	1	\$750.00
17033U	An online platform that helps teachers find and connect with change-makers in their community.	1	\$525.00
17157Y	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	1	\$2,000.00
17241	Preventing the spread of infectious disease through onsite solutions.	0	\$2,000.00
17282M	LiFePO4 high range battery.	1	\$319.00
4185U	Works with manufacturers to choose the right wireless power technology and integrate it with their product.	2	\$2,000.00
Total (6 Companies)		6	\$7,594.00

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

Uniq ID	Description	FTEs	Billed Support	
15090		5	\$861.00	
	Digital health and education company with a proven program to reduce weight and thus improve non-alcoholic fatty liver disease (NAFLD) for its members.	Legal: Trademark	5	\$861.00
11399		2	\$10,000.00	
	Non-thermal plasma devices that prevent airborne transmission of infectious diseases to and from livestock.	EPA and FDA legal memoranda	2	\$10,000.00
11540MU		3	\$5,490.00	

Uniq ID	Description	FTEs	Billed Support	
	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	Design and fabricate 2 production machines - services only, no material.	3	\$5,490.00
11859			4	\$300.00
	Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	Lead generation and social media content.	4	\$100.00
		Lead generation and social media content.	4	\$100.00
		Lead generation and social media content.	4	\$100.00
12031MU			0.5	\$2,800.00
	Multi-dimensional electromagnetic energy convertor (EMEC) that increases the power density of conventional solar modules.	Website Development	0.5	\$1,000.00
		Website Development	0.5	\$1,800.00
13686U			2	\$3,529.25
	Medical artificial intelligence to predict the need to go to ER and conditions like COVID-19 with accuracy that is precise to the individual.	Legal Services.	2	\$1,150.00
		Legal Services.	2	\$2,320.00
		Legal Services.	2	\$59.25
15159			1.5	\$23,787.50
	Helps healthcare companies know what germs are growing in their clinical environments.	Product development enhancement of platform.	1.5	\$4,800.00
		Expand lab services.	1.5	\$2,857.50
		Legal services to support paperwork of fundraising.	1.5	\$14,000.00
		Expand lab services.	1.5	\$2,130.00
15339			3	\$80.00
	A disruptive process which will revolutionize and cause standardization of Traumatic Brain Injury (TBI) diagnosis and treatment.	Marketing, Social media, Communications, Business Planning	3	\$80.00
15340M			2	\$6,038.00
	A type of Li-ion battery capable of high energy density and extreme fast charging.	Set up accounting program as required by SBIR grant award	2	\$855.00
		legal agreements including a CRADA with a Navy research group, some NDA's, and some finalization of operating agreement	2	\$2,143.00
		Financial consulting services	2	\$950.00
		Financial consulting services	2	\$1,140.00
		Financial consulting services	2	\$950.00
15418			3	\$1,500.00
	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	Refine CAD model. Print Prototype mask and cushion set.	3	\$1,500.00
16154U			2	\$10,975.00
	A urinary catheter extension for early UTI detection.	NIH SBIR support	2	\$2,000.00
		NIH SBIR support	2	\$3,800.00
		NIH SBIR support	2	\$5,175.00

Uniq ID	Description	FTEs	Billed Support
16266		2	\$3,000.00
An end-to-end project management tool that consolidates all trip planning processes into one place.	Marketing services	2	\$1,500.00
	Marketing services	2	\$1,500.00
16407Y		1	\$3,871.25
An all-in-one marketplace and digital platform for end-of-life and after-loss planning.	Review convertible note and formation document review.	1	\$417.50
	Death Archetypes quiz	1	\$3,453.75
16420		1	\$250.00
A multi-tiered building-integrated thermometric home energy management system (HEMS) applied at the interior, surface-level of the building envelope.	Website design.	1	\$250.00
16459		4.5	\$687.09
Offers neuroscience equipment sales, consulting, and commercialization services to support the growth of the neuroscience research community.	10 bonded 64-channel probes, completion of impedance testing, and probe packaging to support secure shipping.	4.5	\$608.17
	10 bonded 64-channel probes, completion of impedance testing, and probe packaging to support secure shipping.	4.5	\$78.92
16528		1	\$4,404.00
A community-based platform that enables instant communication between experienced handymen and self-reliant homeowners to resolve house repair/improvement problems.	UI/UX and convert web product to mobile apps	1	\$1,154.00
	Email Marketing Campaign	1	\$1,000.00
	Develop ads + SEO optimization	1	\$2,250.00
16534		1	\$6,500.00
Software as a service to provide ongoing recommended supply chain "plays" that reduce costs and maximize impact.	Legal services: An advisor agreement, option agreement and consent to option issuance. Updating and negotiation of his first customer software license agreement	1	\$6,500.00
16538		1	\$900.00
A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	Accounting and bookkeeping assistance.	1	\$300.00
	Accounting and bookkeeping assistance.	1	\$61.81
	Accounting and bookkeeping assistance.	1	\$238.19
	Accounting and bookkeeping assistance.	1	\$300.00
16547		3	\$10,000.00
Develops novel and more effective therapeutics in the areas of cardiovascular, metabolic, and infectious diseases.	Quickbooks setup and accounting support.	3	\$1,275.00
	Quickbooks setup and accounting support.	3	\$975.00
	Two MSA Reviews.	3	\$4,000.00

Uniq ID	Description	FTEs	Billed Support
	Master Services Agreement and formation of Consulting Agreement	3	\$3,750.00
16563U		3	\$1,860.00
Aims to develop novel and more effective therapeutics in the areas of cardiovascular, metabolic and infectious diseases.	Quickbooks setup and accounting support.	3	\$1,860.00
16577		23	\$4,075.00
An outpatient mental health center.	Assist with development of on-demand platform; Create website design ideas. Assist with creation of marketing materials. Refine visual identity	23	\$450.00
	Develop branding and messaging for [company] Develop email and trade show marketing strategies. Develop lead conversion program to convert MQLs to SQLs and sales	23	\$1,100.00
	SEO and Marketing Management	23	\$600.00
	Assist with development of on-demand platform; Create website design ideas. Assist with creation of marketing materials. Refine visual identity	23	\$300.00
	Develop branding and messaging for Sunfield Institute. Develop email and trade show marketing strategies. Develop lead conversion program to convert MQLs to SQLs and sales	23	\$1,100.00
	Assist with development of on-demand platform; Create website design ideas. Assist with creation of marketing materials. Refine visual identity	23	\$525.00
16656		2	\$5,000.00
Game development studio focused on creating a next generation, free-to-play, live service, social shooter.	Legal: Draft and review license and terms documents.	2	\$5,000.00
16657Y		1	\$4,061.00
Automating the Pacemaker and Implantable Cardiac Defibrillator (ICD) remote monitoring workflow.	Legal Services - LLC formation and licensing agreement.	1	\$596.50
	Legal Services - LLC formation and licensing agreement.	1	\$3,464.50
16682U		1.5	\$170.50
A transmission electron microscope (TEM) specimen holder that enables stable, ultra-low temperature imaging of specimens.	Offer letter for the new employee, IP assignment, confidentiality rider with a limited non-compete (for two companies) and non-solicit, assistance registering the company to do business in Rhode Island because of the new employee's residency	1.5	\$170.50
16745U		3	\$1,630.50

Uniq ID	Description	FTEs	Billed Support	
	An automated CPT coding algorithm that can accurately predict prior authorization and charge reconciliation in the perioperative space.	Corporate formation, licensing of technology from innovation partnerships, and an advisor agreement.	3	\$1,363.00
		Legal: Documents & agreements - employment, pilot customer negotiation, term sheet, contractor agreement.	3	\$267.50
16775Y		1	\$2,300.00	
	A marketplace for discovering, planning, and booking small corporate events and team experiences in a variety of unique spaces.	Social media management; account maintenance, analytics, Instagram & LinkedIn posts, graphics	1	\$800.00
		Project Dashboard. Vendor Board. Various integrations.	1	\$700.00
		Project Dashboard. Vendor Board. Various integrations.	1	\$800.00
16813		2	\$2,500.00	
	An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	Graphic design for suite of conference materials, limited to the following or similar: banner, tablecloth, flyer, swag item	2	\$2,500.00
16833		2	\$300.00	
	Making real, fun, engaging games that also end up having therapeutic qualities and educate our players about their mental health.	Content creation on various platforms. Manage a social and content calendar	2	\$300.00
16864U		2	\$3,128.32	
	Develop new synthetic materials composed entirely of plant-derived precursors	Legal services - IP.	2	\$2,678.00
		Legal services - IP.	2	\$450.32
16886U		1.5	\$1,092.50	
	Cryo-electron microscopy (cryo-EM) solves 3D structures of biomolecules in their natural states.	Assist client and complete the 83(b) election, assist with setup of company financial tracking for tax purposes, assist with annual filings as needed (LLC), and assist with financial questions related to grants and revenue recognition.	1.5	\$93.75
		UM license package and an LLC formation.	1.5	\$998.75
16964U		2	\$1,063.30	
	A lifestyle group-based normative message that can be attached to any communications medium by the utility companies such as bills, periodic materials, social media, and online portals, to reduce residential energy consumption without incurring any additional cost.	Licensing agreement and formation.	2	\$1,063.30
16989U		0	\$1,093.25	
	A web-based, interactive platform to deliver the training.	An LLC formation, license package, and MSA package.	0	\$1,093.25

Uniq ID	Description	FTEs	Billed Support
16999		8	\$916.80
A platform that leverages the most centralized network of incoming college students across North America to form connections and build community before anyone steps on campus.	P&L, BS, CF, Payroll, Sales tax and compliance, Cash flow planning and forecasting, Management of accounting and bookkeeping processes	8	\$566.80
	Build out the Awareness and Interest levels of sales funnel.	8	\$350.00
17031U		3	\$7,000.00
Help more patients survive breast cancer and other types of cancers that are treated through surgical removal and radiation by helping their physicians provide the highest level of care and treatment.	Design and Development Plan, Preliminary Risk Analysis (Hazard Analysis), Independent Reviewer for first Design Review, Pre-submission application and (written) correspondence with the FDA, as needed.	3	\$7,000.00
17035MU		2	\$6,950.00
Manufacture and sell autonomous electric row tractors (AETs)	One-Day System Requirements Workshop & Industrial Design Services	2	\$6,950.00
17157Y		1	\$5,300.00
Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	Website Development	1	\$2,100.00
	Website Development	1	\$1,100.00
	Website Development	1	\$2,100.00
17173MU		0	\$4,985.00
A cloud-based software designed to mitigate cyber risks in the automotive industry's complex supply chains.	Company formation and trademark search & application.	0	\$1,135.00
	Branding and website development.	0	\$3,850.00
17174Y		1	\$3,200.00
Remote job board	Web development services; website infrastructure update. Migration to new tech stack.	1	\$2,600.00
	Web development services; website infrastructure update. Migration to new tech stack.	1	\$600.00
17228		4	\$2,479.50
Enterprise manufacturing software.	Company formation, NDAs, and Convertible Note	4	\$2,479.50
17290		1	\$3,735.00
A certified organic, animal free, plant-based water soluble fertilizer designed for commercial and non-commercial use.	Fertilizer product registration services. Submit and maintain state fertilizer product registrations and/or licenses, submit and maintain CDFA OIM and OMRI certifications, submit updates as needed, and to submit tonnage reports for and on behalf of client	1	\$3,735.00
17291		1	\$7,450.00

Uniq ID	Description	FTEs	Billed Support
	A marketplace for holistic solutions.	Branding, Website Strategy, Go to Market Strategy	1 \$7,450.00
17302U			1 \$4,028.57
	A K-8 digital platform that helps teachers deliver engaging curriculum with fidelity.	Legal Services: Corporate formation, UM Licensing, Advisor agreement	1 \$4,028.57
17357			18 \$10,000.00
	Offers a technology and service platform for independent insurance agencies that enables them to understand, value and expand their business.	Marketing; video content creation.	18 \$10,000.00
17399			1 \$1,000.00
	Developing notetaking software by leveraging ambient voice recording and AI-enabled transcription technologies.	Branding and domain IP. Operational organization. Incorporation Service. Filing fees shall not be covered by SPARK.	1 \$1,000.00
17406			1 \$2,200.00
	Redefine the assessment of student athletes' potential using a cutting-edge AI algorithmic and machine learning platform.	Legal services: formation and trademark filing.	1 \$2,200.00
17421MU			2 \$500.00
	Developing a modular unmanned surface vessel robot, with state-of-the-art autonomous capabilities, that can be customized depending on the applications need.	Grant Writing Services.	2 \$500.00
17436			2 \$4,415.00
	Community Management Infrastructure Tech.	High fidelity mockups / click throughs	2 \$4,415.00
8189M			19 \$10,564.14
	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	hydrogen-sulfide detector evaluation	19 \$10,564.14
8377			3 \$2,400.00
		Marketing management; audit of current setup. White Paper. Conference messaging	3 \$900.00
	Software to enable companies to detect and respond to ransomware.	Marketing management; audit of current setup. White Paper. Conference messaging	3 \$900.00
		Marketing management; audit of current setup. White Paper. Conference messaging	3 \$600.00
Total (49 Companies)			154.5 \$200,371.47

Talent Programs

Entrepreneur-In-Residence Program

This quarter, 22 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	FTEs	Billed Support
11900M	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	2	\$950.00
14794U	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	2	\$300.00
15351	An innovative Operating Room Efficiency Platform that enables the healthcare system to reduce stress in the OR, total cost of treatment, and increase patient wellbeing while achieving optimal quality of care.	2	\$800.00
15386M	Safe battery collection, transport, and storage for highly combustible batteries.	1	\$725.00
16196U	A room-sized augmented reality (AR) system for inclusive play and exercise.	1	\$4,000.00
16251M	Modular hardware platforms robotics and autonomous vehicle companies to run delivery services.	3	\$555.00
16538	A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	1	\$525.00
16538	A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	1	
16599	Allow users to set up a legally binding contract that only allows funds to be pushed after both sides are 100% confident that the corresponding section of the contract has been fulfilled.	2	\$345.28
16625	A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	1	\$1,000.00
16786	A developer of smartwatch-based software solutions designed to elevate engagement and outcomes in health and wellness.	2.5	\$6,000.00
16813	An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	2	\$6,000.00
16833	Making real, fun, engaging games that also end up having therapeutic qualities and educate our players about their mental health.	2	\$2,343.75
16985U	An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	2.5	\$6,000.00
17057Y	An AI-powered teaching assistant that helps students learn more effectively and efficiently.	0	\$4,500.00

Uniq ID	Description	FTEs	Billed Support
17157Y	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	1	\$1,500.00
17200U	Food, beverage and alcohol distribution solutions.	1.5	\$9,000.00
17291	A marketplace for holistic solutions.	1	\$4,200.00
17302U	A K-8 digital platform that helps teachers deliver engaging curriculum with fidelity.	1	\$18,000.00
17323M	A solar-powered mobility platform designed to provide renewable energy and a 50-mile daily driving range.	1	\$500.00
17399	Developing notetaking software by leveraging ambient voice recording and AI-enabled transcription technologies.	1	\$1,900.00
7282	A Think-Work-Together platform.	2.5	\$250.00
Total (22 Companies)		33	\$69,394.03

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 by the client.

Uniq ID	Description	FTEs	Billed Support
11350M	Autonomous last mile delivery trailer.	5	\$6,328.00
11212Y	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	5	\$1,130.29
16999	A platform that leverages the most centralized network of incoming college students across North America to form connections and build community before anyone steps on campus.	8	\$1,460.00
11353	Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	4	\$1,737.50
16171	Virtual cybersecurity officer services to small and medium-size organizations.	14	\$2,960.00
Total (5 Companies)		36	\$13,615.79

Digital Engagement Clinic

Uniq ID	Description	FTEs	Billed Support
16817	The Digital Engagement Clinic at EMU (interns employed directly by the Clinic).	-	\$5,733

Boot Camp

Uniq ID	Description	FTEs
17160	Automates various tasks, such as data entry and policy renewals in the insurance and financial advisory sectors	0
17278	B2B software solution with an easy to use ticketing system, database, and data analytics.	1
17280	Supervised Clinical Practice software	4
17296	Provides expertly-curated templates for agreements commonly-used by entrepreneurs, businesses and lawyers.	2
17301M	Revolutionizing sustainable aviation using a utilizing our superior integrated energy system	3
17333	Automating Public Key Infrastructure (PKI) certificate renewal.	2
17360M	Developing a one seater flyable vehicle.	6
17362	Making the development of high-voltage/high-capacity battery-powered products easier by providing a flexible and performant hardware standard with turnkey introspection capabilities.	0
17363M	Addressing Market Gaps in EV Charging Infrastructure	2
17371	Develops buyer personas based on data analysis.	1
17378	Pioneering a transformative approach in talent management, integrating AI and behavioral sciences with sector-specific insights to close the talent-potential gap.	2
Total (11 Companies)		23

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	Description	Start Date	Desks	FTEs
SPARK Central Lower Level: Virtual Desk (94 Companies)			0	279
17306	Provides eDNA-based biodiversity assessments and monitoring, along with a suite of novel analytical tools to help nonprofits and industry to accurately report on their biodiversity-related impacts	3/13/2024		0
17434MU	An efficient autonomous mobility system.	3/1/2024		2
17403U	A health education program for patients who have chronic kidney disease and renal dietitians.	2/12/2024		1
17368M	Developing a patented driver alerting solution to reduce collisions between vehicles and nearby cyclists, motorcyclists, and scooters.	2/1/2024		7

Uniq ID	Description	Start Date	Desks	FTEs
17327	An Artificial Intelligence SaaS platform that empowers organizations to transform their business by providing easy to use but deep AI capabilities and an ecosystem.	1/15/2024		3.5
17371	Develops buyer personas based on data analysis.	1/15/2024		1
17323M	A solar-powered mobility platform designed to provide renewable energy and a 50-mile daily driving range.	1/8/2024		1
17333	Automating Public Key Infrastructure (PKI) certificate renewal.	1/2/2024		2
17353M	A comprehensive suite of solutions in the electric vehicle (EV) charging industry, consisting of Surge Plug and Surge Trip.	1/1/2024		2
16739U	Use of artificial Intelligence in the processing of endoscopy videos.	12/14/2023		3
585	Software development with biostatistics and spatial epidemiology.	11/30/2023		4
17300	A platform for experts in which they can develop a community of founders and businesses to monetize their expertise through workshops and live-stream event	11/15/2023		2
17291	A marketplace for holistic solutions.	11/13/2023		1
17296	Provides expertly-curated templates for agreements commonly-used by entrepreneurs, businesses and lawyers.	11/10/2023		2
11540MU	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	10/27/2023		3
17292	A digital platform that allows small to mid-sized businesses to convert their 'off-book' solutions, particularly spreadsheets, into documented digital applications.	10/26/2023		1
17242	Chronic Illness Counseling, mental health services, clinical social work	9/7/2023		1
17076	An e-Commerce Logistics Software-as-a-Service (SaaS) Marketplace Technology.	9/4/2023		2
12128U	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.	9/1/2023		5
17172	Develops space-related technologies in collaboration with governments, research institutions and commercial partners	8/9/2023		1.5
17173MU	A cloud-based software designed to mitigate cyber risks in the automotive industry's complex supply chains.	8/1/2023		0
17181	Providing real time values of CO2 build up within the patient and automated CO2 removal from patients as needed	8/1/2023		5
17116	A consumer app that allows users to generate Art and Avatar using AI and share content and experiences with their connections	7/17/2023		1
17031U	Help more patients survive breast cancer and other types of cancers that are treated through surgical removal and radiation by helping their physicians provide the highest level of care and treatment.	7/12/2023		3
16989U	A web-based, interactive platform to deliver the training.	6/1/2023		1
15386M	Safe battery collection, transport, and storage for highly combustible batteries.	5/16/2023		1
8419M	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	5/16/2023		6
7754U	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	5/16/2023		9
2203	Online furniture inventory management that allows targeted retailer interaction.	5/16/2023		10.5
8189M	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	5/16/2023		19

Uniq ID	Description	Start Date	Desks	FTEs
16722	A search engine for "alternative TLDs" that use gTLDs or Web3 TLDs (such as Handshake).	5/16/2023		4
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	5/16/2023		2
17008	Utilizing electronic leak detection devices and existing building materials to can give building owners the opportunity to extend the life cycle of their roof.	5/12/2023		1
15351	An innovative Operating Room Efficiency Platform that enables the healthcare system to reduce stress in the OR, total cost of treatment, and increase patient wellbeing while achieving optimal quality of care.	5/11/2023		2
4803U	An intuitive integrated display that retrieves medical data.	5/8/2023		6
15410M	An ?optimized fleet-as-a-service? to commercial fleet managers for multiple, specific purposes/uses.	5/4/2023		1.5
12128U	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.	5/3/2023		5
11900M	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	5/1/2023		2
16625	A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	4/24/2023		1
16599	Allow users to set up a legally binding contract that only allows funds to be pushed after both sides are 100% confident that the corresponding section of the contract has been fulfilled.	4/24/2023		2
16928	A cutting-edge all-in-one hydrogen station with AI/ML energy management system designed to make hydrogen refueling easy, smart, and convenient.	3/10/2023		1
16841M	AI tools to automate the creation of photorealistic, lightweight, intelligent and accurate 3D models for all residential areas of the world, for gaming, simulations, interactive media, digital twinning and metaverse.	2/6/2023		0
16733M	A Hub-to-Hub middle-mile highway driving - eliminates the need to hire more truck drivers while reducing operations? costs.	2/2/2023		1
16563U	Aims to develop novel and more effective therapeutics in the areas of cardiovascular, metabolic and infectious diseases.	2/1/2023		3
16562U	ASKO Holdings is the parent company with ASKO Therapeutics and ASKO Pharma as two entities under it.	2/1/2023		3
16547	Develops novel and more effective therapeutics in the areas of cardiovascular, metabolic, and infectious diseases.	2/1/2023		3
16813	An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	12/29/2022		2
16464M	A unique electric vehicle thermal management system.	12/20/2022		2
8476	Coach startups, help perfect their investor pitches and connect entrepreneurs with investors.	12/5/2022		0
11918	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	11/1/2022		4
11540MU	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	10/27/2022		3
16459	Offers neuroscience equipment sales, consulting, and commercialization services to support the growth of the neuroscience research community.	9/20/2022		4.5
16658	An options dashboard that will provide useful insights to retail investors at a competitive price.	9/19/2022		4

Uniq ID	Description	Start Date	Desks	FTEs
16365M	The next generation of eco-friendly, energy-saving ice management systems.	9/1/2022		7
16656	Game development studio focused on creating a next generation, free-to-play, live service, social shooter.	8/16/2022		2
16154U	A urinary catheter extension for early UTI detection.	3/4/2022		2
289M	Creating an automotive and security technology portfolio.	2/21/2022		2
16274	An augmented reality multimedia hardware and software package designed and patented for patient safety.	11/23/2021		6
16184	A means of improving oral care compliance in mechanically ventilated patients in order to reduce the real-world rates of ventilator associated pneumonia.	10/21/2021		3
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	10/8/2021		6
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		1
8609	Quotation lifecycle management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	9/14/2021		5
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	9/1/2021		3
15378M	A company that provides a robotics platform for autonomous mobility solutions in a variety of industries.	8/23/2021		2
15389	A pay-it-forward system to purchase gifts of cheer for their friends and family.	8/19/2021		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		3
15352	A venture capital firm.	8/4/2021		1
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		2
15255	Digitization of an existing professional internal auditing methodology.	5/27/2021		3
15196	A children's app aimed at fostering social and emotional intelligence for three- to seven-year-olds in the U.S.	5/20/2021		1
15159	Helps healthcare companies know what germs are growing in their clinical environments.	4/26/2021		1.5
15179	Hum enables internet service providers to earn more revenue, automate service, and sell more bulk and resident choice deals in multi-dwelling units.	4/26/2021		7
14794U	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	3/18/2021		2
11895M	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		3.5
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	2/16/2021		1.5
8122	Platform for pharmacies and physician offices to source prescription drugs.	2/16/2021		2
8769	Automated legal document generation software.	2/15/2021		1
7723	A research and consulting firm focused on transportation and sustainability.	2/15/2021		1

Uniq ID	Description	Start Date	Desks	FTEs
11850	A cloud based robo-advisory platform for commodity hedging.	2/15/2021		3
8323M	System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	2/15/2021		1
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		2.5
8543MU	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	1/22/2021		9
11893M	Developing a level 4 autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet.	12/1/2020		5
11691U	Focus on bringing the therapeutic benefits of nitric oxide to market.	11/6/2020		8
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	10/21/2020		3
11951M	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		9
11373	Software development studio with a focus on digital games, entertainment, and tools.	7/29/2020		1
6407	Home care assistant services for household duties to light non-medical personal care applicants.	6/26/2020		0
12190	Makes control data easy and accessible to build predictive economic models.	5/19/2020		4
12070M	An automotive clean-tech company from Finland that designs, manufactures, and sells technology that enables the use of biofuel in gasoline and hybrid vehicles and other machinery.	5/1/2020		1
7982	Drug discovery SaaS product.	1/1/2019		4
8774M	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	1/15/2018		2
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/2017		5
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/2013		2
SPARK Central 1st Floor: Suite (2 Companies)			23	4
7617	U-M Startup accelerator.	4/1/2024	20	2
16371	Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	9/1/2023	3	2
SPARK Central 3rd Floor: Suite (2 Companies)			13	21
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	4/1/2023	7	13
8806	Turnkey passive home entry module.	10/1/2019	6	8
SPARK East: Designated Desk (2 Companies)			2	3
17278Y	B2B software solution with an easy to use ticketing system, database, and data analytics.	11/20/2023	1	1
8912Y	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	9/1/2023	1	2
SPARK East: Flex Desk (2 Companies)			3	17
7591Y	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	12/8/2021	2	13
8255Y	Communications software for business-to-business or business-to-consumer.	2/15/2021	1	4

Uniq ID	Description	Start Date	Desks	FTEs
SPARK East: Suite (2 Companies)			8	8
11953Y	Test technology for color measurement in paint for quality control.	2/1/2024	1	1
1782MY	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	4/14/2022	7	7
SPARK East: Virtual Desk (30 Companies)			0	55
12676Y	Developing flexible sensors.	3/15/2024		3
11953Y	Test technology for color measurement in paint for quality control.	2/5/2024		1
17321Y	A mental health app that offers self-care tools and emotional data analysis, providing personalized mental health support and insights.	1/8/2024		2
17057Y	An AI-powered teaching assistant that helps students learn more effectively and efficiently.	10/24/2023		0
17174Y	Remote job board	8/11/2023		1
12039YU	Analytics tool that generates synthetic big data sets for healthcare.	7/31/2023		2
17157Y	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	7/28/2023		1
12902Y	A drug formulation to help chronic kidney disease patients.	7/2/2023		2
16657Y	Automating the Pacemaker and Implantable Cardiac Defibrillator (ICD) remote monitoring workflow.	6/26/2023		1
16407Y	An all-in-one marketplace and digital platform for end-of-life and after-loss planning.	6/14/2023		1
17030Y	A collection of electronic games that, as part of the play experience, require the user to perform speech challenges to engage in speech therapy.	5/31/2023		3
15107Y	An application for peer-to-peer tool and equipment rentals.	2/20/2023		2
16236MY	A technology company that provides mobility-as-a-service to individual, retail, and commercial customers in need of last mile delivery.	2/14/2023		2
16653Y	A mobile phone application that will serve as the first common platform for parents and families of individuals with cognitive and developmental disabilities.	9/12/2022		3
16642Y	An app and platform geared towards interactive solutions for GenZ relating to career, housing, fintech, etc.	9/6/2022		1
16271Y	Dedicated to translating the business potential of breakthrough bioscience technologies in targeted geographies.	5/2/2022		2
12260YU	To reduce medical supply surplus by providing end-to-end supply tracking and management solutions.	10/25/2021		2
15408Y	A portable document and photo scanner.	9/7/2021		1
15282Y	A digital identity and vital information storage and exchange platform.	7/7/2021		2
11252MY	Two wheeled 'series hybrid' for developing markets.	2/18/2021		1
6977YU	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	2/16/2021		6
8132Y	DNA and bioinformatics analysis and collaboration platform.	2/15/2021		2
11212Y	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		5
11953Y	Test technology for color measurement in paint for quality control.	1/1/2021		1
14226Y	Web application that tailors to companies in search of qualified technology-based suppliers.	9/18/2020		1
12929MY	A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto	8/24/2020		1

Uniq ID	Description	Start Date	Desks	FTEs
11831Y	businesses to share their cars, passion, auto skills, or expertise with guests. Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/2019		4
3549Y	Disposable patient lifting system.	9/7/2010		3

Hosted Networking and Educational Events

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

Event Date	Event Name	Location	Attendees	Event Description
1.23.2024	SPARK.ed 20 Reasons Your Startup Isn't Getting Customers (and How to Overcome Them)	Hybrid	42	So, you built the product, but the customers didn't come flocking to your door. Most startups have a difficult time getting customers. This essential session will discuss the 20 most common reasons startups have trouble getting customers. The session will appeal to both B2B and D2C organizations, but most examples will be for B2B companies. Learn the reasons for your slower than expected start and go home with concrete ideas on how to overcome these challenges. You'll be glad you did!
1.25.2024	Customer Discovery – The Secret to Startup Success (Part One)	Virtual	42	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Understanding who your potential customer is, what keeps them up at night, and what motivates them to solve those challenges, provides the foundation for everything from product development to more effective marketing and sales.
1.25.2024	Ypsi 9th Hour: SPARK East	SEIC	89	Join us for Ypsi 9th Hour, an after-work social scene of networking and camaraderie! Sponsored and co-created by BOS and Ann Arbor SPARK East Innovation Center, this after-work networking scene is for anyone looking to socialize with like-minded entrepreneurs, business professionals, and independent contractors in a casual, relaxed atmosphere with complimentary refreshments. Whether you own a long-running business in Ypsilanti or are new to the community, come out for our 9th Hour to meet other like-minded folks. Hope to see you there!
1.31.2024	SPARK.ed KPI: Meaningful Marketing Metrics	Hybrid	40	In today's digital world you can measure almost any element of your marketing plan, so how do you sort useful information from the noise? We'll review an approach to break down your business goals into measurable objectives, align those with the customer journey, and then develop a measurement plan that fosters insight and action. We will focus on website and digital media metrics, but we'll examine those in the

Event Date	Event Name	Location	Attendees	Event Description
				context of the broader customer journey on- and offline.
2.1.2024	Customer Discovery - The Secret to Startup Success (Part 2)	Virtual	39	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Understanding who your potential customer is, what keeps them up at night, and what motivates them to solve those challenges, provides the foundation for everything from product development to more effective marketing and sales.
2.8.2024	Inclusive Workplace Series Allyship & Intervention	Virtual	22	Calling all champions and allies! In this DEI workshop, you will learn to identify microaggressions, biases, and discrimination in the workplace. We'll give you the tools to understand allyship and empower you with strategies to appropriately intervene as an ally.
2.15.2024	SPARK.ed Crafting Winning Strategies for Business Growth	Hybrid	33	Are you a startup founder, small business owner or an aspiring entrepreneur struggling to price products or services effectively? Gain a better understanding of business costs, pricing models and strategies, and leave with real-world examples and a plan for improved business health.
2.29.2024	Customer Discovery - The Secret to Startup Success (Part 1)	Virtual	33	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Understanding who your potential customer is, what keeps them up at night, and what motivates them to solve those challenges, provides the foundation for everything from product development to more effective marketing and sales.
3.6.2024	Startup Internship Networking Event	SCIC	212	In partnership with the Michigan Ross Entrepreneurship & Venture Capital Club, Ann Arbor SPARK is proud to offer the startup community a networking opportunity with the aim of connecting highly talented and motivated local graduate student talent with the region's most innovative startups. Join us for an evening of food, drink, and networking. The goal is to establish matches that lead to immediate to summer internship employment as well as potential longer-term placements.
3.7.2024	Customer Discovery - The Secret to Startup Success (Part 2)	Virtual	37	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Understanding who your potential customer is, what keeps them up at night, and what motivates them to solve those challenges, provides the foundation for everything from product development to more effective marketing and sales.
3.7.2024	Ypsi 9th Hour: Back Office Studio	In-Person, Back	106	Join us for Ypsi 9th Hour, an after-work social scene of networking and camaraderie! Sponsored and co-created by BOS and Ann Arbor SPARK East Innovation Center, this after-work networking scene is for anyone looking

Event Date	Event Name	Location	Attendees	Event Description
		Office Studio		to socialize with like-minded entrepreneurs, business professionals, and independent contractors in a casual, relaxed atmosphere with complimentary refreshments. Whether you own a long-running business in Ypsilanti or are new to the community, come out for our 9th Hour to meet other like-minded folks. Hope to see you there!
3.13.2024	SPARK.ed Creating a Marketing 360 Plan	Virtual	39	Is your business striving to expand its customer base? Are you eager to generate more leads and streamline your sales funnels but unsure where to start? Join us for SPARK.ed, where marketing consultant Latricia Trice will share tried-and-true marketing strategies and tactics to boost your sales and business growth. In this interactive session, you'll gain actionable insights and walk away with ideas you can implement immediately. Don't miss this opportunity to enhance your business marketing efforts!
3.19.2024	Inclusive Workplace Series Cultural Competency	Virtual	53	The Inclusive Workplace Series provides training and guidance to growing companies in the greater Ann Arbor region who want to understand various aspects of diversity, equity, and inclusion (DEI) to consider in the development of their business. The series helps executives, HR professionals, team members, and all champions and allies learn how to build a more inclusive workplace culture that can result in improved hiring, employee retention and engagement, and deliver ROI in terms of innovation, performance, and growth. In this Cultural Competency session, participants will: identify the elements of cultural competence in the workplace; understand how values and communication styles differ across various cultures; develop the skills needed to practice respectful and caring behavior towards culturally diverse groups and individuals.
3.20.2024	Entrepreneur Boot Camp Celebration	In-Person, SCIC	64	Cheer on the finalists of Ann Arbor SPARK's Entrepreneurial Boot Camp Winter 2024 cohort. Entrepreneur Boot Camp is an intensive program to help entrepreneurs of early stage, technology-driven companies quickly determine if they have a viable business opportunity and focus on crucial next steps. Our entrepreneurs have worked tirelessly to validate their business concepts. After countless hours spent developing a business model and finding beta customers, the entrepreneurs are ready to present their progress to the community. Join us to celebrate the evolution of our current Boot Camp entrepreneurs as they present their journey with you and our illustrious panel. First prize is \$25,000 and runner up gets \$10,000, so there's a lot on the line – come cheer on our finalists!
3.27.2024	Venue Connect Search Engine Optimization (SEO) 101	In-Person, Venue by 4M	76	Venue Connect, in partnership with Ann Arbor SPARK and Women's Exchange of Washtenaw are pleased to bring you a two-part presentation on Search Engine Optimization (SEO). Discover proven strategies to

Event Date	Event Name	Location	Attendees	Event Description
				improve your web traffic, boost leads, and outrank your competition!
3.28.2024	Customer Discovery - The Secret to Startup Success (Part 1)	Virtual	39	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Understanding who your potential customer is, what keeps them up at night, and what motivates them to solve those challenges, provides the foundation for everything from product development to more effective marketing and sales.
Total (16 Events)			966	

Microloans

Number of loans currently outstanding:	2
Current total loan amount outstanding	\$135,520
Loan amounts repaid this fiscal year	\$0
Loans written off this fiscal year	\$86,467
Cumulative Jobs retained	113.5
Cumulative net Jobs created	88
Payment made back to LDFA this fiscal year	\$0
Current balance of the microloan	\$10,004

Capital Raised

The following table lists transactions reported by companies previously served by LDFA funded programs:

Uniq ID	Investor Organization Name	Total Amount (\$)
Venture Capital		\$8,050,000.00
11738	RSLP Ventures	\$6,050,000.00
17031U	Michigan Rise, SPARK, undisclosed	\$2,000,000.00
Grant		\$1,194,000.00
16985U	NSF	\$1,194,000.00
Total (3 Companies)		\$9,244,000.00

Software

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

1. TrueJob: \$5,550.00 - The backend to our job portal
2. Salesforce: \$3,051.28 – CRM Tool used for data organization and recording





Total: \$8,601.28

Integrated Marketing Plan



Marketing Performance Metrics | Q3

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	FY 23 – 24, Q3	Vs. Last Quarter	Vs. Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	128,290	+18%	+24%
Video Views 	Video views on multiple platforms to reach wider audiences.	23,467	-79%	-75%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	1,303,727	-16%	-23%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	54,086	-55%	-35%

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 was a total of 35 sessions with 23 companies; 6 of them were new marketing clients.

Uniq ID	Description	Sessions	New Co.
12093	Strategic marketing session	4	
16989U	Strategic marketing session	1	
17435	Marketing needs assessment	1	1
16407Y	Strategic marketing session	2	
17174Y	Strategic marketing session, marketing needs assessment	2	1
15408Y	Strategic marketing session	1	
15388	Strategic marketing session	1	
15335U	Content development, strategic marketing session	1	
12676	Strategic marketing session	1	
12120	Marketing needs assessment	1	1
17321	Marketing needs assessment, strategic marketing session	3	1
15288	Strategic marketing session	4	
17278	Strategic marketing session, marketing needs assessment	3	1
16236YM	Strategic marketing session	4	
17057Y	Strategic marketing session	1	
12929YM	Strategic marketing session	2	
16928	Marketing needs assessment	1	1
Total (17 Companies)		33	6

Lenawee Now

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

Business Accelerator Intake [Phase I]

7 Total requests received

6 Requests non-tech

1 Qualified leads referred to Lenawee Now

Company Created

One 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

CEO Challenge – Launch: 03/16/2024

Capital Raised

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

For the purpose of Gateway Representative reporting, LN has to include owner investment and portfolio company sales. This number for the 6-month period is \$880,000 revenue.

Methodology

Jobs Created: 2

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 Survey Monkey; 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. Quarterly report values are representative of job growth for all time served companies, as pulled by data given within the quarter. Annual report values are representative of job growth for companies served with the fiscal year, as pulled by data given within the year and the annual survey.

Capital Raised

Investments and grants are reported to the LDFA when investment amounts are disclosed. In some cases, SPARK learns of investments that have taken place, but cannot accurately report the exact value of such investments due to lack of disclosure. When this occurs, SPARK reports such investments during the quarter in which investment values are disclosed, which may not correlate to the quarter in which the investment took place.

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.