

# LDFA REPORT 2020 - 2021

## ANN ARBOR/YPSILANTI SMARTZONE

# 02

**173** COMPANIES  
SERVED

**142** JOBS  
CREATED

**15** COMPANIES  
CREATED

**\$1.55B** FUNDS  
RAISED  
INVESTMENTS & GRANTS

**\$337K**  
DIRECT SUPPORT

## Recent College Grad Returns to Ann Arbor, Lands Job as Result of a2Tech360 Job Seeker Trek

Claire Stetten recently started a new job with Ann Arbor-based [DocNetwork](#), a tech startup that provides electronic health record systems for summer camps, childcare, and schools. DocNetwork hired Claire after connecting with her during the 2020 A2 Tech Trek virtual job seeker trek as part of [a2Tech360](#).

A good friend who had previously interned with SPARK pointed her toward the organization’s job seeker resources, including the job portal. “I had a higher response rate for the positions I applied for through the SPARK website compared to those submitted on LinkedIn. I think going through the SPARK job portal helped my resume stand out more.”

Claire was also getting ready to participate in the virtual a2Tech360, including A2 Tech Trek and its inaugural Job Seeker Trek. “I found this year’s virtual experience very convenient. It was very easy for me to connect with multiple companies, including conversations with representatives from KLA, FordLabs, and DocNetwork.”



One thing that struck Claire was how essential Ann Arbor SPARK was at every step of the process. “While schools often provide career fairs for graduates, SPARK provides unique networking opportunities for professionals. Paired with the job postings listed on the job portal, SPARK is a remarkable resource for people at any stage of their career looking for their next job.”

[Read the complete story.](#)

## Pandemic Pivots: Mobility Startups Harness Opportunities, Aim to Emerge Stronger

In 2020, Ann Arbor SPARK hosted a webinar series called Pandemic Pivots. The series featured Ann Arbor mobility startups that shifted their business strategies in response to changing markets and consumer demand as a result of COVID-19. During the events, business leaders shared key learnings about building more resilient companies during this crisis and beyond. Those key learnings included:

- Anticipate risks
- Redefine success metrics
- Re-evaluate market opportunity
- Work together
- Look to the future

[Read the complete story.](#)

Watch the Pandemic Pivots webinars.

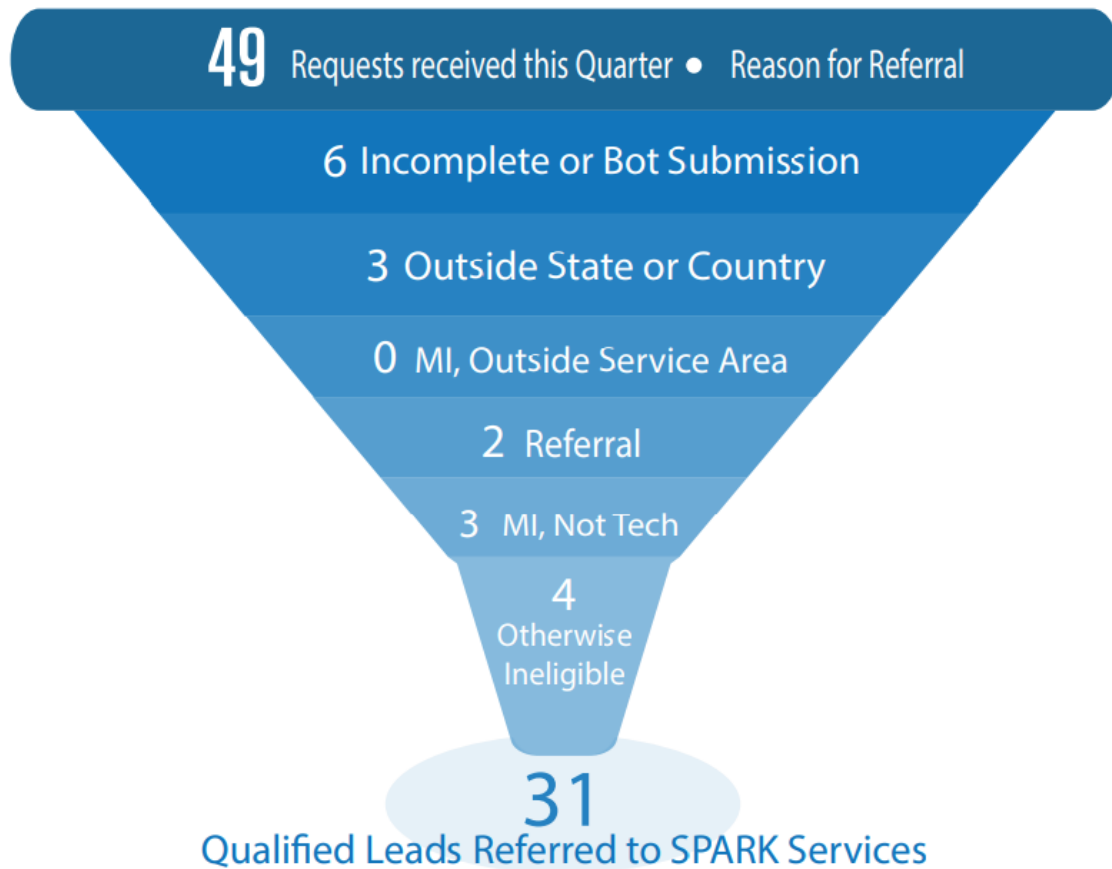
- [Pandemic Pivots: Ann Arbor Mobility Startups Responding to COVID-19](#) featuring Voxel51, IndustryStar, and Bedestrian
- [Pandemic Pivots: Ann Arbor Mobility Startups Responding to COVID-19](#) featuring May Mobility and Feonix – Mobility Rising
- [Mobility Meetup: Scaling During a Pandemic](#) featuring GreenRoute and FixMyCar



# Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: October 1, 2020 – December 31, 2020

## Business Accelerator Intake – Phase I



## Companies Created

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

Uniq ID	Company Description
13624	An application that brings price transparency to the liquor industry.
12840	An online peer-to-peer marketplace for parking aimed at solving parking availability and affordability problem on college campuses by using empty driveway space.
12782	A tech-enabled, direct-to-consumer cosmetic and lifestyle brand serving American men dealing with hair loss and American bald men.

Uniq ID	Company Description
12775	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.
11951	A computer vision platform tool that error-proofs manufacturing processes and tracks body posture and movement to give assembly operators real-time feedback.
14226	Web application that tailors to companies in search of qualified technology-based suppliers.
14276	Clinical decision tool application streamlining doctor and patient decision making.
14236	A user interface for open source scRNA-seq analysis tools.
14242	A cloud based computational teaching and learning platform.
13622	Creation of gaming software and merchandise for female audiences.
12884	Eco-friendly prescription medication bottle manufacturing.
12903	A holistic financial platform tailored to couples for better expense sharing and payments.
12070	An automotive clean-tech company from Finland that designs, manufactures, and sells technology that enables the use of biofuel in gasoline and hybrid vehicles and other machinery.
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.
12935	An electronic vehicle with tandem seating replica of a motorcycle.
7131	An education and evaluation application to reduce high diagnostic error rates.
12924	Mechatronic solutions around issues of clean water availability using a solar concentrate.
12763	Games as entertainment with a focus on experience.
<b>Total (18 Companies)</b>	

## Business Acceleration

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

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

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

Uniq ID	Description	FTE's	Billed Support
11960	Background check for customers who use online services.	4	\$600
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	7	\$1,400
<b>Total (2 Companies)</b>		<b>11</b>	<b>\$2,000</b>

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

Company Description	Project Description	FTEs	Billed Support
<b>10188</b>		<b>3</b>	<b>\$3,060.00</b>
Software that integrates patient genetic information into electronic health records.	Manuscript writing services.	3	\$3,060.00
<b>10191U</b>		<b>2</b>	<b>\$1,000.00</b>
Wireless link that offers fiber-like speeds for the back haul and last-mile connection in the network.	SBIR/STTR proposal assistance.	2	\$1,000.00
<b>11120U</b>		<b>2</b>	<b>\$1,500.00</b>
Cross-MBA trips for students from several universities before their MBA program begins.	Independent contractor agreement, service provider agreement, and terms of use; Privacy and Digital Millennium Copyright Act (DMCA) policy.	2	\$1,500.00
<b>11148MU</b>		<b>1</b>	<b>\$4,375.00</b>
	Stock restriction and consulting agreement, revision of stockholder's agreement, and amendments to consulting agreements and stock restrictions agreements.	1	\$975.00
	License agreement with Magna.	1	\$1,675.00
3D print heads for multi-material and high-resolution printed electronics.	Stock restriction and consulting agreement, revision of stockholder's agreement, and amendments to consulting agreements and stock restrictions agreements.	1	\$25.00
	Stock restriction and consulting agreement, revision of stockholder's agreement, and amendments to consulting agreements and stock restrictions agreements.	1	\$1,700.00
<b>11166M</b>		<b>3</b>	<b>\$7,281.00</b>
	Industrial designer to improve and refine our vehicle shell.	3	\$3,000.00
Autonomous vehicles to reduce traffic congestion and improve passenger comfort.	Marketing campaign to improve customer acquisition cost.	3	\$3,500.00
	Vehicle charger, change second scene from back plate to full CGI, additional vehicles (Volvo and Toyota) in scenes, and additional changes to the vehicle model, including lights, logo, and increased resolution.	3	\$781.00
<b>11212Y</b>		<b>3</b>	<b>\$762.50</b>
A personal loan assistant that simplifies terms and guides students through lowering their aid package and	Creation of MSA and third-party intellectual property license.	3	\$762.50

Company Description	Project Description	FTEs	Billed Support
automatically paying interest while in school.			
<b>11324</b>		<b>4</b>	<b>\$980.00</b>
Human behavior prediction using artificial intelligence.	Prepare provisional patent and provide legal support for fund-raise.	4	\$980.00
<b>11351</b>		<b>2</b>	<b>\$8,072.00</b>
Harness for snow, surf, and land kiting.	Draft and negotiate patent license agreement with potential European licensee.	2	\$4,345.00
	Draft and negotiate patent license agreement with potential European licensee.	2	\$750.50
	Draft and negotiate patent license agreement with potential European licensee.	2	\$677.50
	Draft and negotiate patent license agreement with potential European licensee.	2	\$158.00
	Draft and negotiate patent license agreement with potential European licensee.	2	\$1,976.50
	Draft and negotiate patent license agreement with potential European licensee.	2	\$164.50
<b>11376U</b>		<b>8.5</b>	<b>\$2,500.00</b>
Analytics-ready data sets from various government departments at the municipal, county, state, and federal levels. Products include map- and report-based analytics, as well as web-based dashboards and decision tools.	Digital and print ready report design.	8.5	\$2,500.00
<b>11483</b>		<b>2</b>	<b>\$2,700.00</b>
End-to-end e-commerce platform empowering social influences 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.	Graphic design services.	2	\$2,525.50
	Graphic design services.	2	\$174.50
<b>11606Y</b>		<b>3</b>	<b>\$1,500.00</b>
An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	Digital advertisement campaign.	3	\$1,500.00
<b>11661M</b>		<b>2</b>	<b>\$800.00</b>
Industry 4.0, smart inspection for manufacturing.	Corporate training program and effective sales presentation.	2	\$300.00



Company Description	Project Description	FTEs	Billed Support
	Corporate training program and effective sales presentation.	2	\$500.00
<b>11708U</b>		<b>2</b>	<b>\$5,800.00</b>
An automation software company that has software algorithm that doubles the speed of 3D printers via vibration compensation.	Creation of a strategy and materials to launch a Kickstarter campaign.	2	\$5,800.00
<b>11735U</b>		<b>1</b>	<b>\$712.50</b>
Live cell imaging using multiple independently controlled modules allowing multiple users at once.	Consultation and drafting of transaction documents.	1	\$712.50
<b>11807U</b>		<b>2</b>	<b>\$2,500.00</b>
A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	Design history file support.	2	\$2,500.00
<b>11850</b>		<b>2</b>	<b>\$527.50</b>
A cloud based robo-advisory platform for commodity hedging.	Review NDA and partnership agreements.	2	\$527.50
<b>11859</b>		<b>2</b>	<b>\$10,000.00</b>
Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	Color and typography guidelines, a lightweight UI component library, IA and navigation guidelines, and page designs.	2	\$10,000.00
<b>11880Y</b>		<b>0.5</b>	<b>\$3,630.00</b>
In application music discovery competitions that reward listeners for competing and discovering new music.	Design and develop a website and a marketing campaign.	0.5	\$3,630.00
<b>11895</b>		<b>3</b>	<b>\$1,700.00</b>
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.	Marketing, communications, and public relations.	3	\$1,700.00
<b>11900M</b>		<b>1</b>	<b>\$1,360.00</b>
MetTech intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	Consulting on design and manufacture of sensor package.	1	\$480.00
	Consulting on design and manufacture of sensor package.	1	\$480.00
	Consulting on design and manufacture of sensor package.	1	\$400.00

Company Description	Project Description	FTEs	Billed Support
<b>11918</b>		<b>4</b>	<b>\$2,650.00</b>
Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	Setup shared software development, review and refine software requirement and design, and create CCM data lake.	4	\$2,650.00
<b>11954</b>		<b>3.5</b>	<b>\$4,394.75</b>
A platform uses progressive web app technology to help pain sufferers navigate a variety of options to better manage pain through self-management and related resources.	Formation, terms of use, licensing agreement, trademarking, and copyright.	3.5	\$825.00
	Formation, terms of use, licensing agreement, trademarking, and copyright.	3.5	\$3,569.75
<b>11960Y</b>		<b>4</b>	<b>\$9,220.00</b>
Background check for customers who use online services.	Platform updates and recommendations.	4	\$3,700.00
	UI/UX improvements and recommendations, user acceptance testing, service delivery management, and project cadence.	4	\$5,520.00
<b>11978U</b>		<b>4.5</b>	<b>\$3,400.00</b>
A data service company that provides analysis and forward-looking recommendations based on existing small restaurants' data through data-driven algorithms.	UI/UX work.	4.5	\$3,000.00
	Reseller agreement.	4.5	\$400.00
<b>11985Y</b>		<b>6</b>	<b>\$6,000.00</b>
Self-contained, pre-engineered, and pre-configured, mobile, solar nanogrids with a variety of solutions inside the nanogrid.	Create an effective inbound marketing strategy.	6	\$6,000.00
<b>11986</b>		<b>1</b>	<b>\$4,079.00</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	\$1,216.00
	Company formation, intellectual property, and contractual and compliance services.	1	\$2,863.00
<b>12030</b>		<b>17</b>	<b>\$4,500.00</b>
ESL EdTech platform that includes business culture training.	Development of a website.	17	\$2,500.00
	Development of a website.	17	\$2,000.00
<b>12036U</b>		<b>2</b>	<b>\$500.00</b>
An automated leasing and marketing for any property management firm to book more tours.	Video shoot of apartment tours.	2	\$500.00
<b>12098</b>		<b>3</b>	<b>\$2,950.00</b>
Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	Equity financing (Angel) and manufacturing agreement.	3	\$2,500.00
	WordPress software and plugins retainer.	3	\$450.00



Company Description	Project Description	FTEs	Billed Support
<b>12107U</b>		<b>0.5</b>	<b>\$1,130.00</b>
Software and services for patient-specific cardiovascular simulation.	Organization and structure consulting with QuickBooks setup and training.	0.5	\$1,130.00
<b>12109</b>		<b>2</b>	<b>\$7,755.00</b>
A marketing company that offers software as a service to facilitate the exchange of ideas and products through relationships.	Appends adds mobile and landline numbers to records.	2	\$825.00
	Appends adds mobile and landline numbers to your records.	2	\$1,799.25
	Appends adds mobile and landline numbers to your records.	2	\$3,075.75
	Appends adds mobile and landline numbers to records.	2	\$2,055.00
<b>12119</b>		<b>5</b>	<b>\$675.00</b>
Cybersecurity software.	Strategic plan, financing strategy, and creation of business plan.	5	\$675.00
<b>12128</b>		<b>3</b>	<b>\$2,163.75</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.	Website design and development, and logo design.	3	\$187.50
	Advisory agreement, contractor agreement, option plan and associated documents, and counseling.	3	\$312.50
	Advisory agreement, contractor agreement, option plan and associated documents, and counseling.	3	\$1,232.50
	Website design and development, and logo design.	3	\$431.25
<b>12190</b>		<b>1</b>	<b>\$2,000.00</b>
Makes control data easy and accessible to build predictive economic models.	Discovery of software integrity problems. Investigation into the codebase, database schema and data, configuration, and setup. Refinement of AWS deployment, management, and cost-effectiveness.	1	\$1,000.00
	Discovery of software integrity problems. Investigation into the codebase, database schema and data, configuration, and setup. Refinement of AWS deployment, management, and cost-effectiveness.	1	\$1,000.00
<b>12258</b>		<b>5</b>	<b>\$7,500.00</b>
Development of a novel therapy for the treatment of acute respiratory distress (ARDS) in COVID-19 patients and beyond.	Company formation, capitalization and stockholder matters, intellectual property and employment consulting, term sheet development, negotiation, and general legal.	5	\$7,500.00

Company Description	Project Description	FTEs	Billed Support
<b>12763Y</b>		<b>2</b>	<b>\$1,000.00</b>
Games as entertainment with a focus on experience.	LCC formation.	2	\$1,000.00
<b>12770</b>		<b>2</b>	<b>\$985.00</b>
An online marketplace for unique products and fashion items designed by up-and-coming artists and celebrities sold with all profits going to local charities.	Organizational documentation, contract form, optional plan, and company formation.	2	\$985.00
<b>12775</b>		<b>4</b>	<b>\$2,125.00</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.	Security policies, security controls, and evidence framework.	4	\$2,125.00
<b>12840M</b>		<b>2</b>	<b>\$1,250.00</b>
An online peer-to-peer marketplace for parking aimed at solving parking availability and affordability problem on college campuses by using empty driveway space.	Marketing and website work.	2	\$1,250.00
<b>12842M</b>		<b>2</b>	<b>\$5,000.00</b>
Last mile robot delivery solutions.	Market research.	2	\$5,000.00
<b>12868U</b>		<b>0.5</b>	<b>\$11,000.00</b>
A helmet that captures the Coronavirus at its source and draws the patient's exhaled air through a vacuum and a HEPA filter. Thus, it serves as a compact, personal negative pressure helmet device.	Start-up (NRE) and design transfer.	0.5	\$10,000.00
	Start-up (NRE) and design transfer.	0.5	\$1,000.00
<b>12884Y</b>		<b>2</b>	<b>\$730.00</b>
Eco-friendly prescription medication bottle manufacturing.	Logo, landing page, brand guideline, and email template.	2	\$400.00
	Preparation of provisional patent application.	2	\$330.00
<b>12886M</b>		<b>4</b>	<b>\$10,000.00</b>
A platform for independent mechanics to schedule appointments and payments for at home car services.	Investment and growth strategy support.	4	\$4,000.00
	Advertising for customer and supplier acquisition.	4	\$6,000.00
<b>12929YM</b>		<b>0.5</b>	<b>\$6,257.00</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.	Securing back end database and front end from cyber vulnerability attacks. Analytics implementations add for user metrics.	0.5	\$5,550.00
	Convert a California corporation into a Michigan corporation.	0.5	\$707.00

Company Description	Project Description	FTEs	Billed Support
<b>13622</b>		<b>2</b>	<b>\$2,820.00</b>
Creation of gaming software and merchandise for female audiences.	Review Kickstarter terms, draft confidentiality, and intellectual property agreement.	2	\$600.00
	Separation agreement and negotiations.	2	\$2,220.00
<b>13624Y</b>		<b>2</b>	<b>\$9,550.00</b>
An application that brings price transparency to the liquor industry.	Company formation and draft founders' agreement.	2	\$2,100.00
	Audit current code, provide improvement suggestions, and build a feature page.	2	\$3,250.00
	UI/UX with design.	2	\$4,200.00
<b>13635</b>		<b>1</b>	<b>\$3,200.00</b>
A SaaS company that targets the use of wearable sensors and related data analyses to identify COVID-19 infection early before symptoms are apparent.	Database design.	1	\$800.00
	Convert Matlab code into Python.	1	\$800.00
	Convert Matlab code into Python.	1	\$1,600.00
<b>13680</b>		<b>14</b>	<b>\$1,500.00</b>
A centralized portal for individuals to action their rights and view the locations in which personal data has been provided to companies.	Formation, equity incentive, independent contractor, and master service agreement.	14	\$1,500.00
<b>14236U</b>		<b>1</b>	<b>\$1,297.75</b>
A user interface for open source scRNA-seq analysis tools.	U-M license negotiation, founder, and equity agreement.	1	\$901.25
	U-M license negotiation, founder, and equity agreement.	1	\$396.50
<b>14238</b>		<b>3</b>	<b>\$3,219.50</b>
A platform for students and members for recruiting, events, and club information for student engagement.	Customer contracts and option agreements.	3	\$2,284.75
	Customer contracts and option agreements.	3	\$934.75
<b>14242U</b>		<b>2</b>	<b>\$6,669.25</b>
A cloud based computational teaching and learning platform.	License transfer, royalties, terms of use and privacy, and author agreement.	2	\$4,051.75
	License transfer, royalties, terms of use and privacy, and author agreement.	2	\$2,617.50
<b>14276</b>		<b>1</b>	<b>\$1,861.00</b>
Clinical decision tool application streamlining doctor and patient decision making.	Contractor agreement, new BAA, negotiations and documentation, regulatory compliance, and drafting other documents.	1	\$1,861.00
<b>4341M</b>		<b>4</b>	<b>\$1,543.10</b>
Scheduling and dispatch solutions for rural transit systems.	Creative, technical and project management services.	4	\$1,543.10

Company Description	Project Description	FTEs	Billed Support
<b>6828U</b>		<b>6.5</b>	<b>\$9,000.00</b>
Software for the analysis of genetic data.	Case studies, emails, and webinars.	6.5	\$1,500.00
	Writing, SEO, paid research, and website redesign.	6.5	\$2,500.00
	Writing, SEO, paid research, and website redesign.	6.5	\$2,000.00
	Case studies, emails, and webinars.	6.5	\$1,500.00
	Case studies, emails, and webinars.	6.5	\$1,500.00
<b>7336MU</b>		<b>14</b>	<b>\$2,680.00</b>
Supply chain software.	Increase the number of warm marketing leads, continue to improve brand awareness, ultimately to increase the sales pipeline and closed business.	14	\$2,680.00
<b>7531YU</b>		<b>4</b>	<b>\$7,502.60</b>
Lactation simulation model and a breastfeeding education application.	Digital marketing strategy, sales and customer protocols with CRM integration, and develop list of leads.	4	\$2,720.90
	Digital marketing strategy, sales and customer protocols with CRM integration, and develop list of leads.	4	\$2,318.40
	Digital marketing strategy, sales and customer protocols with CRM integration, and develop list of leads.	4	\$2,463.30
<b>7625U</b>		<b>3</b>	<b>\$3,216.00</b>
An enzyme-linked immunosorbent assay (ELISA) used in technology for biological/biomedical research, pharmaceuticals, and clinics.	Intellectual property due diligence support.	3	\$3,216.00
<b>7674</b>		<b>1</b>	<b>\$1,776.25</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	\$152.50
	Trade secret and copyright protection, employment contracts, options agreements, master license agreement.	1	\$480.00
	Trade secret and copyright protection, employment contracts, options agreements, master license agreement.	1	\$762.50
	Trade secret and copyright protection, employment contracts, options agreements, master license agreement.	1	\$381.25

Company Description	Project Description	FTEs	Billed Support
<b>8366YU</b>		<b>2.5</b>	<b>\$4,400.00</b>
Physiological performance data analytics company.	Refine and validate existing metrics and algorithms, analyze and interpret data sets, refine and debug SQL queries and other technical constructs in support of our new COVID-19 opportunity and acquisition of new data sources, support sales efforts.	2.5	\$1,680.00
	Refine and validate existing metrics and algorithms, analyze and interpret data sets, refine and debug SQL queries and other technical constructs in support of our new COVID-19 opportunity and acquisition of new data sources, support sales efforts.	2.5	\$560.00
	Accounting services.	2.5	\$460.00
	HIPAA risk assessment.	2.5	\$1,700.00
<b>8384</b>		<b>1</b>	<b>\$700.00</b>
Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	Proof of concept validation study.	1	\$700.00
<b>8457Y</b>		<b>0.5</b>	<b>\$2,500.00</b>
A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	Web development.	0.5	\$2,500.00
<b>8543MU</b>		<b>8</b>	<b>\$2,000.00</b>
Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	UI/UX design.	8	\$2,000.00
<b>8624</b>		<b>1</b>	<b>\$4,081.25</b>
Safe, low-cost infant sleeping beds.	Utility patent application.	1	\$4,081.25
<b>8636Y</b>		<b>2</b>	<b>\$2,096.25</b>
Guided meditation and respiratory biofeedback application.	Legal support for fundraising.	2	\$963.75
	Review and negotiation of contracts and trademark support.	2	\$137.50
	Legal support for fundraising.	2	\$995.00
<b>8658</b>		<b>3.5</b>	<b>\$1,575.00</b>
Builds and hosts complete, professionally designed, mobile-responsive websites.	Weekly webinars capture and editing.	3.5	\$1,575.00
<b>8777U</b>		<b>11</b>	<b>\$6,370.00</b>
Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	Develop a formalized sales process and partnership or franchise development program, and a scale plan for each market.	11	\$2,500.00

Company Description	Project Description	FTEs	Billed Support
	Digital marketing campaign, SEO, and social advertising.	11	\$1,250.00
	Website improvements and sales collateral for consumers, corporate customers, and clinics.	11	\$1,370.00
	Digital marketing campaign, SEO, and social advertising.	11	\$1,250.00
<b>Grand Totals (122 records)</b>		<b>217.5</b>	<b>\$237,582.95</b>

## Talent Programs

### Entrepreneur-In-Residence Program

This quarter, 18 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
8636Y	Guided meditation and respiratory biofeedback application.	2	\$3,575.00
11661M	Industry 4.0, smart inspection for manufacturing.	2	\$4,000.00
11979	A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	1	\$6,397.50
11120U	Cross-MBA trips for students from several universities before their MBA program begins.	2	\$10,000.00
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	7	\$2,500.00
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	1	\$5,150.00
8457Y	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	0.5	\$8,000.00
11838	Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify, correct or incorrect form at the point of contact.	1	\$3,800.00
8366UY	Physiological performance data analytics company.	2.5	\$3,500.00
12036U	An automated leasing and marketing for any property management firm to book more tours.	2	\$3,000.00
8132Y	DNA/bioinformatics analysis and collaboration platform.	2	\$3,325.00
11367	Software for school exit loan counseling guidance process.	3	\$250.00
11770	A revolutionary way of buying, selling, investing, and managing commercial real estate.	3	\$262.50
12190	Makes control data easy and accessible to build predictive economic models.	1	\$9,000.00



Uniq ID	Description	FTE's	Billed Support
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	2	\$11,282.50
11708U	An automation software company that has software algorithm that doubles the speed of 3D printers via vibration compensation.	1	\$2,330.00
11862U	A mobile application delivering Cognitive Behavioral Therapy to the hands of the people who need it most.	4	\$2,512.50
11960Y	Background check for customers who use online services.	4	\$2,500.00
<b>Total (18 Companies)</b>		<b>41</b>	<b>\$81,385.00</b>

## Intern Matching Funds Program

The Ann Arbor SPARK internship program provides up to \$6,000 of matching funds (\$3,000 by SPARK, \$3,000 by the company) 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
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	1	\$722.21
7796U	Mobile game developer.	4	\$178.37
11252M	Two wheeled 'series hybrid' for developing markets.	1	\$2,240.00
11540MU	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	2	\$4,500.00
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	3.5	\$2,167.83
12036U	An automated leasing and marketing for any property management firm to book more tours.	2	\$1,008.15
7531YU	Lactation simulation model and a breastfeeding education application.	4	\$697.49
13622	Creation of gaming software and merchandise for female audiences.	2	\$899.42
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	2	\$3,562.50
8189M	UAVs to detect methane at solid waste landfills.	8	\$4,780.00
<b>Total (10 Companies)</b>		<b>29.5</b>	<b>\$20,755.97</b>

## Boot Camp

Uniq ID	Account Description	FTE's
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.	3
12924	Mechatronic solutions around issues of clean water availability using a solar concentrate.	1
12935	An electronic vehicle with tandem seating replica of a motorcycle.	1
12937	A self-sanitizing door handle by ultraviolet light light.	3
14223	Software for indie game development with multiplayer networking and production of in-house games.	1
14230	An e-commerce solution that reduces abandoned online shopping carts by enabling shoppers to have a single shopping profile.	1.5
14236	A user interface for open source scRNA-seq analysis tools.	1
14237	An educational gaming platform by turning ordinary math exercises into arcade and 3-D games.	1
14242	A cloud based computational teaching and learning platform.	2
14243	A service through an application for do-it-yourself people to connect with people from design to products for projects.	1
14244	Virtual learning platform for easier interaction in a college environment.	3
14261	A platform to help teachers easily collect recurring and data driven feedback from students.	0.5
14269	One-way clutch that eliminates friction.	1
7131	An education and evaluation application to reduce high diagnostic error rates.	1
<b>Total (14 records)</b>		<b>21</b>

## Digital Engagement Clinic

Uniq ID	Company Description	Billed Support
11998	2020 Digital Engagement Clinic internship	\$6,457.57
<b>Total (4 interns)</b>		<b>\$6,457.57</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	Company Description	Start Date	Seats	FTE's
<b>SPARK Central - Lower-Level Designated Desk</b>			<b>4</b>	<b>10</b>
11701	Mobile application for autonomous vehicles and pedestrians to help avoid collisions.	8/1/2019	1	1
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.	11/3/2020	1	4

Uniq ID	Company Description	Start Date	Seats	FTE's
12902	A drug formulation to help Chronic Kidney Disease patients.	8/24/2020	1	2
11865	Ad tech platform that makes local advertising faster, less expensive, and more accountable.	10/11/2019	1	3
<b>SPARK Central - Lower-Level Flex Desk</b>			<b>3</b>	<b>22</b>
7336	Supply chain software.	10/1/2020	1	14
11900	MetTech intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	5/4/2020	1	1
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	2/25/2020	1	7
<b>SPARK Central - Lower-Level Virtual Desk</b>			<b>0</b>	<b>244.5</b>
12146	A medical technology company that creates easy-to-use respiratory therapy device designed for premature newborns.	4/9/2020	-	1
6545	Software platform applies predictive analytics to strategic decisions regarding intellectual property management.	2/1/2017	-	2.5
14252	High definition maps for simulation.	10/20/2020	-	25
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	5/23/2019	-	2
11807	A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	7/7/2020	-	2
12040	Performance disposable instrument used in cardiac bypass surgery.	2/5/2020	-	1
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	9/1/2019	-	1
8769	Automated legal document generation software.	8/1/2019	-	11
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	2/1/2020	-	2.5
12250	Subscription based charging solution for electric vehicles.	5/18/2020	-	2
7982	Drug discovery SaaS product.	1/1/2019	-	5
11954	A platform uses progressive web app technology to help pain sufferers navigate a variety of options to better manage pain through self-management and related resources.	1/1/2020	-	4.5
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	10/21/2020	-	7
8774	V2X software to make roads and vehicle-to-everything interactions safer.	1/15/2018	-	2
8534	New chemical entity to treat Metabolic Syndrome and Type II diabetes.	7/1/2017	-	2
13635	A SaaS company that targets the use of wearable sensors and related data analyses to identify COVID-19 infection early before symptoms are apparent.	9/8/2020	-	1
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	-	14

Uniq ID	Company Description	Start Date	Seats	FTE's
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	3/1/2018	-	4
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/2017	-	1
11838	Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify, correct or incorrect form at the point of contact.	5/1/2020	-	1
11540	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	5/2/2019	-	2
11918	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	11/7/2019	-	4
12842	Last mile robot delivery solutions.	7/1/2020	-	2
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	-	7.5
11806	Powerful diagnostic test for prostate cancer that measures levels T2:ERG and PCA3 in urine.	7/31/2020	-	75
11483	End-to-end e-commerce platform empowering social influences 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
11105	Do-it-yourself financial planning in a digital platform.	5/1/2018	-	3
9936	Disposable oxygenating technology that can be integrated into existing dressings and therapies.	3/1/2018	-	3
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.	2/15/2020	-	3
11966	Accurately putt using this golf putting aide technology.	2/5/2020	-	2
8609	Quotation Lifecycle Management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	10/1/2017	-	2
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	7/1/2017	-	1
12190	Makes control data easy and accessible to build predictive economic models.	5/19/2020	-	1
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/2013	-	2
11335	Method to evaluate the safety of an autonomous vehicle.	6/25/2019	-	1
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	7/29/2020	-	2
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers.	10/1/2017	-	0.5

Uniq ID	Company Description	Start Date	Seats	FTE's
11541	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	10/25/2019	-	2
7777	SaaS enabled ride-sharing platform.	5/1/2016	-	1
12090	A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication.	2/6/2020	-	1
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.	7/27/2020	-	1
12070	An automotive clean-tech company from Finland that designs, manufactures, and sells technology that enables the use of biofuel in gasoline and hybrid vehicles and other machinery.	5/1/2020	-	1
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
7131	An education and evaluation application to reduce high diagnostic error rates.	10/20/2020	-	1
8323	System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	12/15/2016	-	27
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.	3/11/2020	-	2
11373	Software development studio with a focus on digital games, entertainment, and tools.	7/29/2020	-	1
11850	A cloud based robo-advisory platform for commodity hedging.	9/20/2019	-	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	8	8
<b>SPARK Central - 3rd Floor Suite</b>			<b>19</b>	<b>26.5</b>
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language, and preferences.	10/1/2019	3	3.5
8806	Turnkey passive home entry module.	10/1/2019	6	3
8797	Off-the-shelf machine learning applications.	7/26/2019	10	20
<b>SPARK Central - 4th Floor Designated Desk</b>			<b>18</b>	<b>39</b>
4803	An intuitive integrated display that retrieves medical data.	7/15/2020	1	6
11661	Industry 4.0, smart inspection for manufacturing.	9/1/2020	6	2
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	3/18/2020	1	1
8050	Employee engagement SaaS application	7/22/2020	4	12
11324	Human behavior prediction using artificial intelligence.	5/15/2019	1	4



Uniq ID	Company Description	Start Date	Seats	FTE's
11738	Protects the shipment of business-to-business parcels via its IoT-enabled, reusable, traceable, and secure packaging solution.	9/27/2019	1	5
8189	UAVs to detect methane at solid waste landfills.	7/1/2020	3	8
11866	Platform that makes it easy to create and deploy web applications at scale.	9/19/2019	1	1
<b>SPARK Central - 4th Floor Flex Desk</b>			<b>4</b>	<b>32</b>
8419	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	11/4/2020	2	5
11635	A one-stop shop where customers can purchase all of their nightlife products in one place.	1/13/2020	1	6
6835	Combustion cycle and injection technology.	3/6/2020	1	21
<b>SPARK Central - 4th Floor Virtual Desk</b>			<b>0</b>	<b>26</b>
11893	Developing a level four autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet.	12/1/2020	-	2
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	8/1/2016	-	2
7723	A research and consulting firm focused on transportation and sustainability	2/8/2017	-	2
4406	Data science curation product.	4/27/2016	-	3
14276	Clinical decision tool application streamlining doctor and patient decision making.	11/3/2020	-	1
11691	Focus on bringing the therapeutic benefits of nitric oxide to market.	11/6/2020	-	15
6407	Home care assistant services for household duties to light non-medical personal care applicants.	6/26/2020	-	1
<b>SPARK East - Designated Desk</b>			<b>4</b>	<b>1</b>
8912	Strategic marketing communications agency.	7/17/2019	4	1
<b>SPARK East - Flex Desk</b>			<b>8</b>	<b>19.5</b>
8255	Communications software for business-to-business or business-to-consumer.	6/14/2019	1	5
7591	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	11/15/2020	2	8
11172	Pharmaceutical to treat NASH and vascular anomalies.	11/1/2018	1	1
8636	Guided meditation and respiratory biofeedback application.	1/1/2020	1	2
12857	Matches technologists and organizations in need of technological assistance creating projects.	8/3/2020	1	0.5
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	3/1/2020	2	3

Uniq ID	Company Description	Start Date	Seats	FTE's
<b>SPARK East - Virtual Desk</b>			<b>0</b>	<b>49.5</b>
13624	An application that brings price transparency to the liquor industry.	8/24/2020	-	2
3965	Window products that let air in but keep the rain out.	12/1/2017	-	1
11672	Reduce childhood obesity by developing a classroom fitness application.	6/1/2019	-	1
11252	Two wheeled 'series hybrid' for developing markets.	3/21/2019	-	1
8457	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	11/1/2019	-	0.5
8366	Physiological performance data analytics company.	10/10/2019	-	2.5
11967	Enhance the investment performance of institutional investors through the best execution of securities finance.	5/1/2020	-	1
14226	Web application that tailors to companies in search of qualified technology-based suppliers.	9/18/2020	-	1
11880	In-application music discovery competitions that reward listeners for competing and discovering new music.	10/29/2019	-	0.5
3549	Disposable patient lifting system.	9/7/2010	-	3
7531	Lactation simulation model and a breastfeeding education application.	9/10/2019	-	4
8885	Streetwear clothing company.	3/1/2018	-	3
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	10/24/2018	-	3.5
8132	DNA and bioinformatics analysis and collaboration platform.	6/27/2019	-	2
12884	Eco-friendly prescription medication bottle manufacturing.	8/6/2020	-	2
11770	A revolutionary way of buying, selling, investing, and managing commercial real estate.	1/6/2020	-	3
12937	A self-sanitizing door handle by ultraviolet light.	8/18/2020	-	3
11312	Decentralized cryptocurrency exchange.	9/1/2018	-	1
11985	Self-contained, pre-engineered and pre-configured, mobile, solar nanogrids with a variety of solutions inside the nanogrid.	1/13/2020	-	6
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	-	0.5
11831	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/2019	-	1
11960	Background check for customers who use online services.	9/30/2020	-	4
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	-	3

Uniq ID	Company Description	Start Date	Seats	FTE's
<b>SPARK East - Suite Desk</b>			<b>10</b>	<b>9</b>
7940	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	10/10/2019	3	2
1782	Laser imaging systems integrator, for combustion diagnostics, materials and spectroscopic analysis.	3/15/2019	7	7
<b>Grand Totals (109 records)</b>			<b>78</b>	<b>487</b>

## Hosted Networking and Educational Events

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

Event Date	Event Name	# of Attendees	Event Description
10/27/2020	Resilient Leaders Series: Session #1 - Lead with Joy & Watch Your Team Fly!	46	Rich Sheridan, CEO of Menlo Innovations shares his journey to joy, focusing on how he had to learn to lead in a completely different way and, by doing do, witnessed results that exceeded his wildest expectations.
11/12/2020	Mobility Meetup: Scaling During a Pandemic	21	As part of the lunch-and-learn series, SPARK welcomes two founders of Ann Arbor-based mobility companies who will pitch their companies and engage in discussion about the challenges of scaling during a pandemic.
11/19/2020	SPARK.ed - Essential Sales and Marketing Skills for Entrepreneurs	24	In this session, attendees will learn a number of important skills necessary to successfully market their company and to effectively sell their products and services.
11/24/2020	Tech Homecoming	482	Ann Arbor SPARK's Tech Homecoming is joining forces with Back to Michigan – a statewide effort to connect job seekers with hiring companies.
12/2/2020	Part 2 of 4-part Resilient Leaders Series	19	Cathy Mott, President and CEO of CWC Leadership Development, discusses tips and tools necessary to be a resilient leader, finding the power in recharging ,and how to have a growth mindset through these trying times.
12/10/2020	Goldman Sachs webinar - How to Create Finance Statement Sheets/ 10,000 Small Businesses	28	This workshop will provide templates and step-by-step instructions to help you move your business to a healthier financial future. In addition to financial statements, you will learn more about the 10,000 Small Businesses program and how it can help you take your business to the next level.
12/17/2020	SPARK Virtual Open House: 2021 Programming Preview	23	SPARK invites clients, Michigan entrepreneurs, and the general public who are curious about our programs to attend our virtual open house and 2021 showcase.

## Microloans

<b>Number of loans currently outstanding:</b>	<b>9</b>
Current total loan amount outstanding	\$413,516.55
Loan amounts repaid this fiscal year	\$9500
Loans written off this fiscal year	\$0
Cumulative Jobs retained	97
Cumulative net Jobs created	26
Payment made back to LDFA this fiscal year	0
<b>Current balance of the microloan account</b>	<b>\$19,501.43</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	Investors	Total Amount
<b>Acquisition</b>		
794	Acquisition	\$1,500,000,000
<b>Venture Capital</b>		
11661	Unknown	\$110,000
4076	Fort Worth, Bios Partners, Johnson & Johnson Innovation, Katai Capital, University of Michigan's Michigan Investment in New Technology Startups (MINTS) and the Capital Community Angels.	\$47,000,000
7448	Ferreira, Lux Capital, GingerBread Capital, Blue Cross and Blue Shield Venture Partners, and actor Rob Lowe.	\$12,000,000
<b>Corporate/University/Foundation</b>		
11951	Lean Rocket Lab and Hurst Foundation	\$10,000
12082	EGLE and Centrepolis Accelerator	\$10,000
12082	Jaffe Law	\$5,000
11148	Automation Alley	\$10,000
<b>Total (8 Companies)</b>		<b>\$1,559,145,000</b>

## Software

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





1. Zendesk: \$1,125.00 (\$375.00/month) – Customer experience tool to help manage the incubators.
2. Clicktools: \$1,497.00 – Online survey creation and distribution apparatus that automatically synchronizes with our CRM.
3. Docusign: \$7,434.75 - Document and signature management software to expedite operations.

# Integrated Marketing Plan



## Marketing Performance Metrics | Q2

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 20 – 21, Q2	Compared to Last Quarter	Compared to Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	66,306	- 63%	- 7%
Video Views 	Video views on multiple platforms to reach wider audiences.	180,011	- 43%	+ 96%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	1,260,119	- 68%	- 3%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	184,325	- 20%	+ 105%



## 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 78 sessions with 16 companies, 5 of them were new marketing clients.

Uniq ID	Service Provided	New Company	Sessions
8255	Strategic marketing session	0	6
11661	Content review and edits	0	1
12134	Marketing needs assessment and marketing referral	1	2
12840	Strategic marketing session, internal account collaboration, strategic marketing session, marketing referral, content review and edits, mstrategic marketing session, and content review and edits	0	7
8769	Content review and edits, strategic marketing session, content development, and strategic marketing session	0	6
13680	Marketing referral, strategic marketing session, content development, strategic marketing session, and marketing resources and educational materials	0	7
8393	Strategic marketing session	0	1
12842	Strategic marketing session, internal account collaboration, content review and edits, strategic marketing session, content review and edits, marketing resources and educational materials, strategic marketing session	0	8
12030	Content development, strategic marketing session, content development, and marketing referral	0	7
6977	Content development, content review and edits, strategic marketing session, content review and edits, content review and edits, and content development	0	10
13622	Marketing resources and educational materials and strategic marketing session	0	2
11708	Marketing needs assessment	1	1
11985	Internal account collaboration, strategic marketing session, and content development	0	3
13633	Marketing needs assessment, strategic marketing session, and marketing referral	1	4
12929	Marketing needs assessment, marketing resources and educational materials, strategic marketing session, internal account collaboration, content review and edits, and strategic marketing session	1	7
14238	Marketing needs assessment and strategic marketing session	1	6
<b>Total (16 Companies)</b>		<b>5</b>	<b>78</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]**

4 Total requests received  
4 Requests non-tech  
0 Qualified lead

### **Company Created**

No new companies were created 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**

None 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 \$248K 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.