# LDFA REPORT 2020 - 2021
## ANN ARBOR/YPSILANTI SMARTZONE

# 03

**165** COMPANIES SERVED

**34** JOBS CREATED

**13** COMPANIES CREATED

**$22.8M** FUNDS RAISED
INVESTMENTS & GRANTS

**$405K** DIRECT SUPPORT

## ANN ARBOR
## SPARK

Ann Arbor SPARK will advance the economy of the Ann Arbor region by establishing it as a desired place for innovation, business location and growth, and for talented people to live and work. The Ann Arbor region will be recognized for its academic, business, and community resources, and its collaborative culture. For more information visit: www.annarborusa.org

## XR Internships Create a New Reality for the Ann Arbor Tech Ecosystem

Ann Arbor has uniquely positioned itself as a 'sweet spot' for high tech. In doing so, the city has developed a robust ecosystem for growing industries like XR. Extended Reality (XR) is an evolving industry that encompasses virtual reality (VR), augmented reality (AR), and mixed reality (MR).

Ann Arbor SPARK, in partnership with the University of Michigan (U-M), has created an internship program to connect students with growing startups in gaming and XR. The program is the brainchild of Austin Yarger -- CEO of Arbor Interactive and Game Development Lecturer at U-M -- and SPARK's entrepreneurial services team.

With upwards of 70 XR startups to date across the Detroit-Lansing corridor, the Ann Arbor region has solidified its leadership position as a destination where companies in this industry can locate and be nurtured, accelerating their success. Historically, the gaming field was predominantly located in Florida and along the West Coast. Until recently, gifted students were relocating for these job opportunities and Michigan was missing out on a goldmine of talent in a fast-growing, emerging industry.

Since its inception in 2020, the program has placed five students at four partnering startups, including Gaudium, SpellBound, BrandXR, and Perform3-D. Since then, all participating students have maintained full-time or consulting positions and four students reside in Ann Arbor.

## Unemployed During the Pandemic, Ann Arbor Mobility Worker Transitions to New Role in Vibrant Startup Ecosystem

Ann Arbor, Michigan has one of the highest startup densities in the Midwest and is a thriving, tight-knit community that champions businesses and careers. When Andrew Israel found himself job searching during the COVID-19 global pandemic, he knew that Ann Arbor SPARK was a resource he could turn to while seeking his next opportunity.

Andrew was closely following openings posted in the Ann Arbor SPARK Job Portal when he found a unique posting from a Brazilian company looking to expand into the U.S. market and needed a product engineer to help install their inspection system in some U.S. facilities.
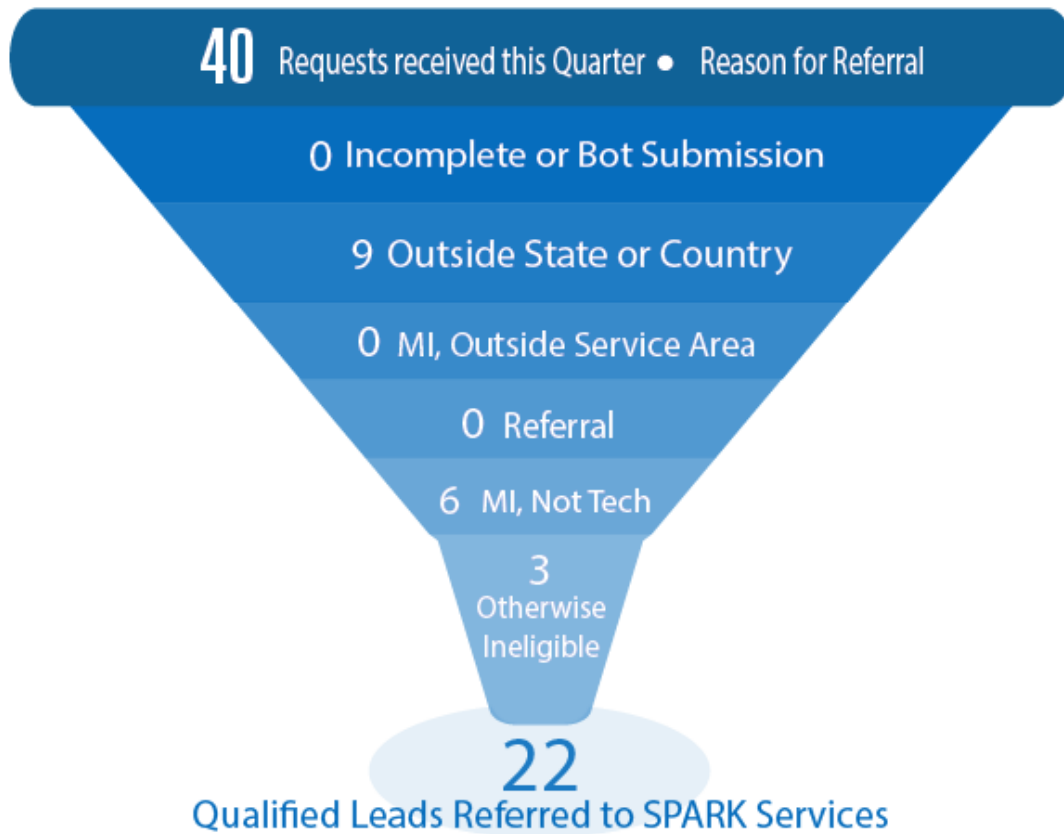
Autaza, headquartered about an hour from Sao Paulo, is a mobility company specializing in using computer vision and AI to improve quality assurance outcomes for the automotive industry, specifically in the area of defect detection. In 2019, Autaza opened its first U.S. subsidiary in Ann Arbor, using space at the SPARK Central Innovation Center as a soft landing.

Andrew says, "Mobility is near and dear to my heart. There's a real energy here in Ann Arbor and throughout the region for promoting a diversity of mobility options."

The Autaza team recently moved its physical location from SPARK's Ann Arbor location to the SPARK East Innovation Center in Ypsilanti. "We needed more space to set up our lab equipment. It's a great location, with lots of nearby restaurants and shops. I look forward to when I can get out and explore it all."

# Ann Arbor-Ypsilanti SmartZone
# Local Development Finance Authority

*Ann Arbor SPARK Quarterly Report: January 1, 2021 – March 31, 2021*



**40** Requests received this Quarter  •  Reason for Referral

**0** Incomplete or Bot Submission

**9** Outside State or Country

**0** MI, Outside Service Area

**0** Referral

**6** MI, Not Tech

**3** Otherwise Ineligible

**22** Qualified Leads Referred to SPARK Services

## 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 |
|---------|---------------------|
| 14698 | A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience. |
| 13686U | Medical artificial intelligence to predict the need to go to ER and conditions like COVID-19 with accuracy that is precise to the individual. |
| 14747 | A video game advertising agency that helps businesses and brand promote their products. |
| 14691 | A material innovation company supplying industrial hemp to the automotive plastics market. |
| 14819U | A portable system for measuring human body shapes that enables accurate measurement of clothed people. |

| Uniq ID | Company Description |
|---|---|
| 14668 | Synthetic black braiding hair care that is comprised of low-quality plastics such as polyacrylamide and polyvinyl chloride (PVC). |
| 14797MU | A hardware, software, and service that assists automated vehicle manufacturers in collecting data needed to develop and test automated driving systems. |
| 14687 | A portable and effective tool to measure changes in reaction time and executive function for physicians. |
| 14689 | A multi-functional microscope that reveals fundamental and structural material characteristics. |
| 14712 | Automatically adjusting the flow of oxygen to patients using a closed-loop system that precisely delivers the right amount of oxygen based on the patient's real-time bio-metric and activity data. |
| 14804U | An automated software bot technologies company that develops artificial intelligence enabled software refactoring products. |
| 15090 | Digital health and education company with a proven program to reduce weight and thus improved NAFLD for its members. |
| 14238 | A platform for students and members for recruiting, events, and club information for student engagement. |
| **Total (13 Companies)** | |

## 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 |
|---|---|---|---|
| 14242U | A cloud-based computational teaching and learning platform. | 2 | $400 |
| 7131U | An education and evaluation application to reduce high diagnostic error rates. | 4 | $1,600 |
| **Total (2 Companies)** | | 6 | $2,000 |

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

| Company Description | Project Description | FTEs | Billed Support |
|---|---|---|---|
| **11105** | | **4** | **$500.00** |
| Do it yourself financial planning in a digital platform. | Regulatory compliance. | | $500.00 |
| **11166M** | | **3** | **$4,661.10** |
| Autonomous vehicles to reduce traffic congestion and improve passenger comfort. | Industrial designer to improve and refine our vehicle shell. | | $1,161.10 |
| | Creation of photo realistic animations of our vehicle for usage in our crowdfunding campaign and for a conference presentation. | | $3,500.00 |

| Company Description | Project Description | FTEs | Billed Support |
|---|---|---|---|
| **11353** | | **1** | **$3,000.00** |
| Low-cost full-page tactile display for blind people that would enable true digital access to tactile information. | Video and photo shoot. | | $600.00 |
| | Quality control protocols and data visualizations. | | $1,280.00 |
| | Quality control protocols and data visualizations. | | $1,120.00 |
| **11376U** | | **10** | **$5,000.00** |
| 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. | | $2,500.00 |
| | Digital and print ready report design. | | $2,500.00 |
| **11483** | | **2** | **$2,484.56** |
| 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. | Design work and wireframe planning, layout, and integration. | | $2,484.56 |
| **11541M** | | **2** | **$5,006.50** |
| SaaS platform which allows authenticated revenue generating subscriptions to smart road services. | Legal work, shareholder agreement and operating agreement. | | $5,006.50 |
| **11661M** | | **3** | **$2,200.00** |
| Industry 4.0, smart inspection for manufacturing. | Corporate training program and effective sales presentation. | | $200.00 |
| | Website development with video and photo editing. | | $2,000.00 |
| **11691** | | **11.5** | **$10,000.00** |
| Focus on bringing the therapeutic benefits of nitric oxide to market. | Consulting services for an Emergency Use Authorization application for the FDA. | | $10,000.00 |
| **11708U** | | **1.5** | **$4,000.00** |
| 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. | | $4,000.00 |
| **11791U** | | **1** | **$476.57** |
| Addresses disruptive CO2 emissions convert into hydrocarbon fuels. | Legal services. | | $405.00 |
| | Legal services. | | $71.57 |
| **11850** | | **1** | **$1,882.50** |
| A cloud based robo-advisory platform for commodity hedging. | Advisor and option agreement negotiation, support for compliance, and negotiation of third-party contracts. | | $750.00 |
| | Advisor and option agreement negotiation, support for compliance, and negotiation of third-party contracts. | | $825.00 |
| | Assist client with agreements with one or more insurers to act as agent or managing general agent to sell the product and/or strategic alliance | | $307.50 |

| Company Description | Project Description | FTEs | Billed Support |
|---|---|---|---|
| | agreements with insurers to the extent applicable to further build out the product. | | |
| **11862U** | | **4** | **$9,000.00** |
| | Offer letters and employee riders. | | $750.00 |
| A mobile application delivering Cognitive Behavioral Therapy to the hands of the people who need it most. | Drafting board consent, SAFEs and investor pro rata side letter using YC forms, prepare SEC EDGAR registrations, and prepare SEC Form D and state level blue sky filings. | | $5,750.00 |
| | Drafting board consent, SAFEs and investor pro rata side letter using YC forms, prepare SEC EDGAR registrations, and prepare SEC Form D and state level blue sky filings. | | $500.00 |
| | Offer letters and employee riders. | | $2,000.00 |
| **11900M** | | **3** | **$6,800.00** |
| MetTech intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners. | Conduct assessment, novel features, commercial availability array of protective rights, and development of commercial patent. | | $2,400.00 |
| | Conduct assessment, novel features, commercial availability array of protective rights, and development of commercial patent. | | $1,200.00 |
| | Consulting on design and manufacture of sensor package. | | $3,200.00 |
| **11954** | | **3.5** | **$81.50** |
| 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. | | $81.50 |
| **11966** | | **2** | **$8,500.00** |
| Accurately putt using this golf putting aide technology. | Marketing planning and brand development, website development, and video production. | | $8,500.00 |
| **11985Y** | | **5** | **$4,000.00** |
| Self-contained, pre-engineered, and pre-configured, mobile, Solar Nanogrids with a variety of solutions inside the Nanogrid. | Create an effective inbound marketing strategy. | | $4,000.00 |
| **11986** | | **1** | **$6,275.00** |
| A cloud-based video studio that allows users to stream live self-produced video content to all the major social media platforms. | Website development and security. | | $4,000.00 |
| | Company formation, intellectual property, and contractual and compliance services. | | $275.00 |
| | Website development and security. | | $2,000.00 |
| **12030** | | **17** | **$770.00** |
| ESL EdTech platform that includes business culture training. | Development of website. | | $770.00 |
| **12043** | | **4** | **$3,277.00** |
| Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students. | Website design and creation, and marketing surveys. | | $3,277.00 |

| Company Description | Project Description | FTEs | Billed Support |
|---|---|---|---|
| **12090U** | | **1** | **$4,800.00** |
| A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication. | Zoho analytics, JAVA EE web application, RDBMS database, and session application front end design. | | $4,800.00 |
| **12098** | | **3** | **$5,403.75** |
| | Trademark filing assistance. | | $138.75 |
| | Trademark filing assistance. | | $315.00 |
| | Equity financing (Angel) and manufacturing agreement. | | $101.25 |
| Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems. | Equity financing (Angel) and manufacturing agreement. | | $303.75 |
| | Equity financing (Angel) and manufacturing agreement. | | $1,740.00 |
| | Equity financing (Angel) and manufacturing agreement. | | $355.00 |
| | Set up QuickBooks online and financial modeling. | | $1,500.00 |
| | Set up QuickBooks online and financial modeling. | | $950.00 |
| **12112** | | **1** | **$12,000.00** |
| An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed. | UI/UX work. | | $12,000.00 |
| **12128U** | | **4** | **$14,972.50** |
| 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. | Video storybook creation. | | $935.00 |
| | Provisional patent application. | | $13,775.00 |
| | Website design and development, and logo design. | | $262.50 |
| **12129** | | **2.5** | **$8,850.00** |
| 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. | Animated video creation and editing. | | $2,350.00 |
| | Terms and conditions, and edits to MSA. | | $1,250.00 |
| | Advisory services on support negotiations. | | $3,500.00 |
| | Terms and conditions, and edits to MSA. | | $1,750.00 |
| **12134U** | | **1** | **$8,500.00** |
| A personal air purification device to solve the problem of people being unable to live active lives in places with unhealthy air quality. | Create go to market strategy, research key demographics, content creation, keyword search, and message improvements. | | $5,000.00 |
| | USPTO assistance, product liability and disclaimer information, and distribution of partner agreement. | | $1,800.00 |
| | USPTO assistance, product liability and disclaimer information, and distribution of partner agreement. | | $1,700.00 |
| **12190** | | **1** | **$6,550.00** |
| | Video advertisement. | | $1,300.00 |

| Company Description | Project Description | FTEs | Billed Support |
|---|---|---|---|
| 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. | | $1,000.00 |
| | Compliance with California auto renewal policies. | | $4,250.00 |
| **12775** | | **4** | **$3,025.00** |
| 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. | | $200.00 |
| | Security policies, security controls, and evidence framework. | | $1,300.00 |
| | Security policies, security controls, and evidence framework. | | $1,525.00 |
| **12782** | | **2** | **$3,336.25** |
| A tech-enabled, direct-to-consumer cosmetic and lifestyle brand serving American men dealing with hair loss and American bald men. | Videos for website and Kickstarter campaign. | | $3,336.25 |
| **12840M** | | **2** | **$2,500.00** |
| 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. | | $2,500.00 |
| **12842M** | | **2** | **$5,000.00** |
| Last mile robot delivery solutions. | Market research. | | $5,000.00 |
| **12884Y** | | **1** | **$5,345.00** |
| Eco-friendly prescription medication bottle manufacturing. | Preparation of provisional patent application. | | $1,195.00 |
| | Logo, landing page, brand guideline, and email template. | | $225.00 |
| | Logo, landing page, brand guideline, and email template. | | $625.00 |
| | Preparation of provisional patent application. | | $3,300.00 |
| **12902** | | **2** | **$1,000.00** |
| A drug formulation to help Chronic Kidney Disease patients. | Create annual financial statement. | | $1,000.00 |
| **12903** | | **2** | **$8,593.50** |
| A holistic financial platform tailored to couples for better expense sharing and payments. | Revamp security to a level acceptable for a production application, scope and begin ACH implementation, and continue back-end work related to automation features. | | $5,950.00 |
| | Implement plaid integration, iterating on user feedback for improvements to product, and back-end work for an auto-split feature. | | $2,643.50 |
| **12929MY** | | **1** | **$3,740.00** |
| 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, | UX and security improvements on launched platform and applications. | | $3,740.00 |

| Company Description | Project Description | FTEs | Billed Support |
|---|---|---|---|
| passion, auto skills or expertise with guests. | | | |
| **13624Y** | | **2** | **$10,210.00** |
| An application that brings price transparency to the liquor industry. | Code analysis and consulting. | | $3,250.00 |
| | Setup back-end staging environment, front end code base maintainability, MVP version of My Bar, and consulting. | | $6,960.00 |
| **13633** | | **0.5** | **$5,340.00** |
| An application supported by a book and website that supports The Personal Sanity Index (PSI) as a personalized system for tracking key indicators of physical, emotional, and mental health to enable users to maintain balance in their lives. | UI/UX analysis and code changes, set up of developer environments, and release to application stores and testing. | | $4,700.00 |
| | Design an animated PSI workshop PowerPoint deck, and branded PowerPoint template. | | $640.00 |
| **13635** | | **1** | **$7,200.00** |
| A SaaS company that targets the use of wearable sensors and related data analyses to identify COVID-19 infection early before symptoms are apparent. | Develop project plan for database preparation, secure client requirement, develop database system and test, and perform user acceptance testing. | | $4,800.00 |
| | Deploy control entropy web application to AWS, add authentication and other add on, and create and deploy REST API for calculation using AWS API Gateway. | | $2,400.00 |
| **13680** | | **12.5** | **$12,000.00** |
| 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. | | $4,000.00 |
| | Promotion and marketing strategy. | | $1,500.00 |
| | Promotion and marketing strategy. | | $1,500.00 |
| | Founder's video and social media assets. | | $5,000.00 |
| **13686U** | | **5** | **$1,468.25** |
| Medical artificial intelligence to predict the need to go to ER and conditions like COVID-19 with accuracy that is precise to the individual. | Employment agreement, independent contractor agreement, confidentiality, and non-disclosure agreement, create SaaS, licensing agreement, operating agreement, and draft consent form. | | $1,468.25 |
| **14226Y** | | **1** | **$10,000.00** |
| Web application that tailors to companies in search of qualified technology-based suppliers. | Strategy, branding and design of on online business-to-business platform. | | $7,000.00 |
| | Strategy, branding and design of TechBase on online business-to-business platform. | | $3,000.00 |
| **14236U** | | **1** | **$2,557.25** |
| A user interface for open source scRNA-req analysis tools. | U-M license negotiation, founder, and equity agreement. | | $607.25 |
| | U-M license negotiation, founder, and equity agreement. | | $1,950.00 |
| **14238** | | **3** | **$2,531.25** |
| A platform for students and members for recruiting, events, and club information for student engagement. | Customer contracts and option agreements. | | $725.00 |
| | Customer contracts and option agreements. | | $1,806.25 |

| Company Description | Project Description | FTEs | Billed Support |
|---|---|---|---|
| **14242U** | | **2** | **$10,526.75** |
| A cloud based computational teaching and learning platform. | License transfer, royalties, terms of use and privacy, and author agreement. | | $2,980.75 |
| | License agreement. | | $1,050.00 |
| | License agreement. | | $1,200.00 |
| | Mini discovery, wire framing, and website design and style guide. | | $3,200.00 |
| | Trademark package, assistance with a demand letter, and license copyrighted materials. | | $2,096.00 |
| **14668Y** | | **2** | **$3,390.00** |
| Synthetic black braiding hair care that is comprised of low-quality plastics such as polyacrylamide and polyvinyl chloride (PVC). | NDA and contractor agreements. | | $2,000.00 |
| | QuickBooks setup, training, and processing. 2020, 1065 Partnership return. | | $1,390.00 |
| **14687** | | **1** | **$7,325.00** |
| A portable and effective tool to measure changes in reaction time and executive function for physicians. | Animation creation. | | $2,325.00 |
| | Design inputs, test plan, and exploratory substantial equivalence table vs DANA. | | $5,000.00 |
| **14689** | | **2** | **$1,000.00** |
| A multi-functional microscope that reveals fundamental and structural material characteristics. | Competitor analysis, website analysis, and website and graphic design. | | $1,000.00 |
| **14691** | | **2** | **$7,500.00** |
| A material innovation company supplying industrial hemp to the automotive plastics market. | Agricultural testing and consulting services. | | $4,500.00 |
| | Presentation collateral and market research. | | $3,000.00 |
| **14712** | | **2** | **$8,000.00** |
| Automatically adjusting the flow of oxygen to patients using a closed-loop system that precisely delivers the right amount of oxygen based on the patient's real-time bio-metric and activity data. | Patent landscape analysis and provisional patent application. | | $5,500.00 |
| | Patent landscape analysis and provisional patent application. | | $2,500.00 |
| **14747** | | **3** | **$247.50** |
| A video game advertising agency that helps businesses and brand promote their products. | Legal formation, founder contracting agreement, negotiation of terms with Chase Winovich agreement, and revise privacy policy for application. | | $247.50 |
| **14797MU** | | **3** | **$2,032.50** |
| A hardware, software, and service that assists automated vehicle manufacturers in collecting data needed to develop and test automated driving systems. | Formation and U-M licensing. | | $2,032.50 |
| **14819U** | | **0.5** | **$1,200.00** |
| A portable system for measuring human body shapes that enables accurate measurement of clothed people. | Company formation. | | $1,200.00 |

| Company Description | Project Description | FTEs | Billed Support |
|---|---|---|---|
| **4341M** | | **4** | **$292.90** |
| Scheduling and dispatch solutions for rural transit systems. | Creative, technical, and project management services. | | $292.90 |
| **7194M** | | **3** | **$1,175.00** |
| Transporting supplies for rural healthcare via UAV. | Graphic design for brochure. | | $1,175.00 |
| **7531YU** | | **15.5** | **$4,813.90** |
| Lactation simulation model and a breastfeeding education application. | Digital marketing strategy, sales, and customer protocols with CRM integration, and develop list of leads. | | $2,632.35 |
| | Digital marketing strategy, sales, and customer protocols with CRM integration, and develop list of leads. | | $2,181.55 |
| **8366YU** | | **2.5** | **$2,974.00** |
| Physiological performance data analytics company. | Accounting services. | | $1,030.00 |
| | 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 opportunity and acquisition of new data sources, support sales efforts. | | $1,064.00 |
| | Accounting services. | | $880.00 |
| **8384** | | **1** | **$5,075.00** |
| Application and cloud service to connect dietitians and their clients for efficient, timely interaction. | Proof of concept validation study. | | $1,050.00 |
| | Website design and development, basic SEO package, and content copy and graphics. | | $3,325.00 |
| | Proof of concept validation study. | | $700.00 |
| **8457Y** | | **3** | **$3,850.00** |
| A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space. | Structural engineering services and project meetings. | | $3,850.00 |
| **8645** | | **1** | **$2,980.00** |
| Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers. | Legal services and patent search. | | $2,980.00 |
| **8658** | | **3** | **$2,525.00** |
| Builds and hosts complete, professionally-designed, mobile-responsive websites. | Weekly webinar capture and editing. | | $525.00 |
| | Filming and production. | | $2,000.00 |
| **9923** | | **2** | **$2,045.00** |
| Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy. | Public relations services. | | $2,045.00 |
| **Grand Totals (120 records)** | | **187.5** | **$289,790.03** |

## Talent Programs

## Entrepreneur-In-Residence Program

This quarter, 14 companies utilized the entrepreneur-in-residence program. This program is designed to attract and retain C-level individuals in the community by leveraging their talent and experience to add substantial value to client companies.

| Uniq ID | Description | FTE's | Billed Support |
|---|---|---|---|
| 11979 | A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression. | 1 | $3,412.50 |
| 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. | 3.5 | $4,000.00 |
| 12043 | Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students. | 4 | $5,000.00 |
| 11476 | Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities. | 1 | $2,325.00 |
| 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 | $2,450.00 |
| 8366UY | Physiological performance data analytics company. | 2.5 | $ 650.00 |
| 14267U | A bio-computational tool for cell conversion and differentiation more multiple applications and markets. | 3 | $14,975.00 |
| 12036U | An automated leasing and marketing for any property management firm to book more tours. | 2 | $3,500.00 |
| 8132Y | DNA and bioinformatics analysis and collaboration platform. | 3 | $2,858.34 |
| 12903 | A holistic financial platform tailored to couples for better expense sharing and payments. | 2 | $5,817.50 |
| 11708U | An automation software company that has software algorithm that doubles the speed of 3D printers via vibration compensation. | 1.5 | $5,520.00 |
| 11862U | A mobile application delivering Cognitive Behavioral Therapy to the hands of the people who need it most. | 4 | $762.50 |
| 11960Y | Background check for customers who use online services. | 4 | $5,000.00 |
| 11850 | A cloud based robo-advisory platform for commodity hedging. | 1 | $1,000.00 |
| **Total (14 Companies)** | | **33.5** | **$57,270.84** |

## Intern Matching Funds Program

The Ann Arbor SPARK internship program provides up to $3,000 of matching funds to a qualified, growing company to support a three-month intern. This frees up additional funds for other purposes and provides a de-risked way to try out a potential permanent addition to the team - an opportunity that is invaluable during the pivotal period of initial hires. Often the talent is retained at the company after the matched period ends. Special consideration is given to applicants who are considering moving to Ann Arbor and Ypsilanti from another tech hub or have skillsets in high demand. While originally conceived as a summer program, it continues to meet the needs of startups year-round. Any amount invoiced or billed above the matching amount is paid in part by the client.

| Uniq ID | Description | FTE's | Billed Support |
|---|---|---|---|
| 9923 | Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy. | 2 | $3,512.87 |
| 11252MY | Two wheeled 'series hybrid' for developing markets. | 1 | $6,000.00 |
| 12036U | An automated leasing and marketing for any property management firm to book more tours. | 2 | $3,350.16 |
| 13622 | Creation of gaming software and merchandise for female audiences. | 2 | $1,523.70 |
| 11988 | Scalable smart camera system that captures all objects in any sports scene, including players and officials from multiple points of view including 3-D motion. | 0.5 | $4,670.00 |
| 12903 | A holistic financial platform tailored to couples for better expense sharing and payments. | 2 | $3,062.50 |
| 11708U | An automation software company that has software algorithm that doubles the speed of 3D printers via vibration compensation. | 1.5 | $2,497.11 |
| **Total (7 Companies)** | | **11** | **$24,616.34** |

## Boot Camp

| Uniq ID | Account Description | Current FTE Jobs |
|---|---|---|
| 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. | 2.5 |
| 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. | 1 |
| 14276 | Clinical decision tool application streamlining doctor and patient decision making. | 1 |
| 14698 | A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience. | 2 |
| 14712 | Automatically adjusting the flow of oxygen to patients using a closed-loop system that precisely delivers the right amount of oxygen based on the patient's real-time bio-metric and activity data. | 2 |
| 14731 | Measurement of charged particles present in the solar system. | 1.5 |
| 14736 | A low-code cloud software platform which software products can be rapidly built and iterated. | 1 |
| 14747 | A video game advertising agency that helps businesses and brand promote their products. | 3 |
| 14762 | Prayer tracker application for accountability and connection. | 1 |
| 14781 | An algorithm that helps increase financial literacy to low-income households. | 2.5 |
| 14783 | Pressure and contact sensors for real-time feedback on skills, techniques, and tendencies in hockey. | 3 |
| 14793 | An application that utilizes data on personal patterns and evaluate interventions for mental wellness. | 0 |
| **Total (12 Records)** | | **20.5** |

# Digital Engagement Clinic

| Uniq ID | Company Description | Billed Support |
|---------|-------------------|----------------|
| 11998 | 2020 Digital Engagement Clinic internship | $4,695.65 |
| 14816 | 2021 Digital Engagement Clinic internship | $728.97 |
| **Total (2 Companies)** | | **$5,424.62** |

# SPARK Central Innovation Center

**Lower Level**

Incubator clients are charged a license fee per seat, or person(s) using the space. Exit dates may have passed as some clients have a month-to-month arrangement.

**Virtual Clients**

The Virtual Client program at SPARK Central is ideal for those who need drop-in co-working space and amenities at an affordable rate, with month-to-month terms. Some examples are the earliest "investigative stage" founders looking to network and validate their concept, companies at a later stage of growth who want to remain plugged into the core of the entrepreneurial community, or community partners who leverage the location and flexibility this option allows.

**Third Floor**

The third-floor incubator space is composed of a shared open office environment and two smaller offices complete with a kitchen, conference rooms, phone booths, and controlled entry. Due to the open layout of the space, clients are free to expand as needed while "seats" only correspond to their billed rate. This model is designed for the stage of company building their strategy, product, and team after attaining investment or revenue.

**Fourth Floor**

The 6,000 square foot space is ideal for growth stage companies that are either grown in-house or moving to the area. This workspace has space for over 60 people.

# SPARK East Innovation Center

**Virtual Clients**

The Virtual Client program at SPARK East is ideal for those who need drop-in co-working space and amenities at an affordable rate, with month-to-month terms. Some examples are the earliest "investigative stage" founders looking to network and validate their concept, companies at a later stage of growth who want to remain plugged into the core of the entrepreneurial community, or mission-aligned community partners who leverage the location and flexibility this option allows.

**Seated Clients**

Incubator clients at SPARK East have designated workspaces, and access to the facility 24/7. They are able to use conference rooms and flex spaces freely to have working sessions with remote staff or host client meetings and events.

| Uniq ID | Account Description | Start Date | Exit Date | Incubator Desks | Current FTE Jobs |
|---------|--------------------|-----------| ----------|-----------------|------------------|
| **SPARK Central - Lower Level Designated Desk** | | | | **6** | **18** |
| **8384** | Application and cloud service to connect dietitians and their clients for efficient, timely interaction. | 2/1/2021 | 1/31/2022 | 1 | 1 |
| **11541** | SaaS platform which allows authenticated revenue generating subscriptions to smart road services. | 2/1/2021 | 1/31/2022 | 1 | 2 |
| **11701** | Mobile application for autonomous vehicles and pedestrians to help avoid collisions. | 1/26/2021 | 7/25/2021 | 1 | 6 |
| **11865** | Ad tech platform that makes local advertising faster, less expensive, and more accountable. | 10/11/2019 | 10/10/2020 | 1 | 3 |
| **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 | 11/2/2021 | 1 | 4 |
| **12902** | A drug formulation to help Chronic Kidney Disease patients. | 8/24/2020 | 8/23/2021 | 1 | 2 |
| **SPARK Central - Lower Level Flex Desk** | | | | **3** | **20** |
| **7336** | Supply chain software. | 10/1/2020 | 4/30/2021 | 1 | 10 |
| **7754** | Sensors and measurement devices for electromagnetic radiation enabling essential technologies. | 2/25/2020 | 8/25/2020 | 1 | 7 |
| **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 | 11/4/2020 | 1 | 3 |
| **SPARK Central - Lower Level Virtual Desk** | | | | **0** | **222** |
| **6600** | Medical device for vision enhancement in persons with partial loss of sight. | 6/1/2013 | 12/31/2016 | - | 2 |
| **6835** | Combustion cycle and injection technology. | 4/1/2021 | 4/1/2022 | - | 30 |
| **7131** | An education and evaluation application to reduce high diagnostic error rates. | 10/20/2020 | 4/19/2021 | - | 1 |

| Uniq ID | Account Description | Start Date | Exit Date | Incubator Desks | Current FTE Jobs |
|---|---|---|---|---|---|
| 7723 | A research and consulting firm focused on transportation and sustainability | 2/15/2021 | 2/15/2022 | - | 1 |
| 7982 | Drug discovery SaaS product. | 1/1/2019 | 6/30/2019 | - | 5 |
| 8122 | Platform for pharmacies and physicians' offices to source prescription drugs. | 2/16/2021 | 2/16/2024 | - | 2 |
| 8323 | System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content. | 2/15/2021 | 8/15/2021 | - | 1 |
| 8393 | Business-to-business marketplace where businesses can easily find quality information technology professionals. | 7/15/2017 | 7/15/2018 | - | 1 |
| 8534 | New chemical entity to treat Metabolic Syndrome and Type II diabetes. | 2/10/2021 | 2/9/2022 | - | 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 | 1/18/2018 | - | 1 |
| 8609 | Quotation Lifecycle Management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers. | 10/1/2017 | 3/31/2018 | - | 2 |
| 8645 | Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers. | 2/17/2021 | 8/17/2021 | - | 1 |
| 8769 | Automated legal document generation software. | 2/15/2021 | 2/15/2022 | - | 1 |
| 8774 | V2X software to make roads and vehicle-to-everything interactions safer. | 1/15/2018 | 7/16/2018 | - | 2 |
| 9923 | Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy. | 5/23/2019 | 11/23/2019 | - | 2 |
| 11105 | Do it yourself financial planning in a digital platform. | 2/16/2021 | 2/16/2022 | - | 4 |
| 11310 | Continuous, non-invasive, wearable blood pressure monitoring device. | 2/16/2021 | 2/16/2022 | - | 1 |
| 11335 | Method to evaluate the safety of an autonomous vehicle. | 6/25/2019 | 12/25/2019 | - | 1 |
| 11373 | Software development studio with a focus on digital games, entertainment, and tools. | 7/29/2020 | 1/28/2021 | - | 1 |
| 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 | 2/9/2021 | - | 2 |
| 11540 | Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC). | 2/15/2021 | 8/15/2021 | - | 2 |
| 11560 | A subscription platform giving entertainers and bands with large fan bases an outlet to | 2/1/2020 | 7/31/2020 | - | 2.5 |

| Uniq ID | Account Description | Start Date | Exit Date | Incubator Desks | Current FTE Jobs |
|---------|-------------------|-----------|-----------|-----------------|------------------|
| | share original content with paying subscribers. | | | | |
| 11806 | Powerful diagnostic test for prostate cancer that measures levels T2:ERG & | 7/31/2020 | 1/30/2021 | - | 75 |
| 11807 | A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD). | 7/7/2020 | 1/6/2021 | - | 2 |
| 11838 | Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify and correct incorrect form at the point of contact. | 5/1/2020 | 11/1/2020 | - | 1 |
| 11850 | A cloud based robo-advisory platform for commodity hedging. | 2/15/2021 | 2/15/2022 | - | 1 |
| 11895 | A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements, and collaborate with suppliers in a single platform. | 2/16/2021 | 8/16/2021 | - | 2.5 |
| 11918 | Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions. | 11/7/2019 | 5/6/2020 | - | 4 |
| 11951 | A computer vision platform tool that error-proofs manufacturing processes and tracks body posture and movement to give assembly operators real-time feedback. | 10/19/2020 | 4/18/2021 | - | 7.5 |
| 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. | 2/15/2021 | 2/15/2022 | - | 3.5 |
| 11966 | Accurately putt using this golf putting aide technology. | 2/24/2021 | 8/24/2021 | - | 2 |
| 12040 | Performance disposable instrument used in cardiac bypass surgery. | 2/16/2021 | 8/16/2021 | - | 1 |
| 12043 | Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students. | 10/21/2020 | 4/20/2021 | - | 4 |
| 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 | 11/30/2020 | - | 1 |
| 12090 | A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication. | 2/16/2021 | 8/16/2021 | - | 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 | 2/15/2022 | - | 2.5 |

| Uniq ID | Account Description | Start Date | Exit Date | Incubator Desks | Current FTE Jobs |
|---|---|---|---|---|---|
| 12190 | Makes control data easy and accessible to build predictive economic models. | 5/19/2020 | 11/18/2020 | - | 1 |
| 12250 | Subscription based charging solution for electric vehicles. | 5/18/2020 | 11/18/2020 | - | 2 |
| 12842 | Last mile robot delivery solutions. | 7/1/2020 | 12/31/2020 | - | 2 |
| 12903 | A holistic financial platform tailored to couples for better expense sharing and payments. | 7/29/2020 | 1/28/2021 | - | 2 |
| 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 | 10/26/2020 | - | 1 |
| 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 | 3/7/2021 | - | 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 | 2/26/2021 | - | 12.5 |
| 14252 | High definition maps for simulation | 10/20/2020 | 4/19/2021 | - | 25 |
| 14794 | A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space. | 3/18/2021 | 9/17/2021 | - | 1 |
| **SPARK Central - Lower Level Suite Desk** | | | | **8** | **8** |
| 2203 | Online furniture inventory management that allows targeted retailer interaction. | 10/1/2019 | 9/30/2020 | 8 | 8 |
| **SPARK Central - 3rd Floor Suite** | | | | **19** | **32.5** |
| 8521 | A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language and preferences. | 10/1/2019 | 9/30/2020 | 3 | 3.5 |
| 8806 | Turnkey passive home entry module. | 10/1/2019 | 9/30/2021 | 6 | 3 |
| 8797 | Off-the-shelf machine learning applications. | 2/15/2021 | 2/15/2022 | 10 | 26 |
| **SPARK Central - 4th Floor Designated Desk** | | | | **7** | **23** |
| 4803 | An intuitive integrated display that retrieves medical data. | 7/15/2020 | 1/14/2021 | 1 | 6 |
| 11476 | Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities. | 3/18/2020 | 9/18/2020 | 1 | 1 |
| 8050 | Employee engagement SaaS application. | 7/22/2020 | 1/21/2021 | 4 | 12 |
| 11324 | Human behavior prediction using artificial intelligence. | 5/15/2019 | 11/15/2019 | 1 | 4 |

| Uniq ID | Account Description | Start Date | Exit Date | Incubator Desks | Current FTE Jobs |
|---|---|---|---|---|---|
| **SPARK Central - 4th Floor Flex Desk** | | | | **3** | **12** |
| 8419 | Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance. | 11/4/2020 | 5/3/2021 | 2 | 5 |
| 11635 | A one-stop shop where customers can purchase all their nightlife products in one place. | 2/16/2021 | 2/16/2022 | 1 | 7 |
| **SPARK Central - 4th Floor Virtual Desk** | | | | **0** | **33.5** |
| 6407 | Home care assistant services for household duties to light non-medical personal care applicants. | 6/26/2020 | 12/25/2020 | - | 1 |
| 8189 | UAVs to detect methane at solid waste landfills. | 1/1/2021 | 6/30/2021 | - | 7 |
| 8543 | Novel video analytics capability for public safety and automotive companies to service their video analytics needs. | 1/22/2021 | 7/21/2021 | - | 4 |
| 11691 | Focus on bringing the therapeutic benefits of nitric oxide to market. | 11/6/2020 | 5/5/2021 | - | 11.5 |
| 11893 | Developing a level 4 autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet. | 12/1/2020 | 5/31/2021 | - | 2 |
| 14276 | Clinical decision tool application streamlining doctor and patient decision making. | 11/3/2020 | 5/2/2021 | - | 1 |
| 14691 | A material innovation company supplying industrial hemp to the automotive plastics market. | 1/11/2021 | 7/10/2021 | - | 2 |
| 14698 | A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience. | 1/11/2021 | 7/10/2021 | - | 2 |
| 14731 | Measurement of charged particles present in the solar system. | 3/1/2021 | 8/31/2021 | - | 1.5 |
| 15090 | Digital health and education company with a proven program to reduce weight and thus improved NAFLD for its members. | 3/11/2021 | 9/10/2021 | - | 0.5 |
| 15113 | Electric bike manufacturer. | 4/1/2021 | 10/1/2021 | - | 1 |
| **SPARK East - Designated Desk** | | | | **4** | **1** |
| 8912 | Strategic marketing communications agency. | 7/17/2019 | 8/26/2020 | 4 | 1 |
| **SPARK East - Flex Desk** | | | | **5** | **14.5** |
| 8255 | Communications software for business-to-business or business-to-consumer. | 2/15/2021 | 2/15/2022 | 1 | 4 |
| 7591 | Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs. | 11/15/2020 | 5/14/2021 | 2 | 8 |
| 8636 | Guided meditation and respiratory biofeedback application. | 2/16/2021 | 8/16/2021 | 1 | 2 |
| 12857 | Matches technologists and organizations in need of technological assistance creating projects. | 8/3/2020 | 2/2/2021 | 1 | 0.5 |

| Uniq ID | Account Description | Start Date | Exit Date | Incubator Desks | Current FTE Jobs |
|---|---|---|---|---|---|
| **SPARK East - Virtual Desk** | | | | **0** | **58** |
| 3549 | Disposable patient lifting system. | 9/7/2010 | 3/31/2016 | - | 3 |
| 6977 | Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare. | 2/16/2021 | 2/16/2022 | - | 5 |
| 7531 | Lactation simulation model and a breastfeeding education application. | 2/17/2021 | 2/17/2022 | - | 7 |
| 8132 | DNA and bioinformatics analysis and collaboration platform. | 2/15/2021 | 2/15/2022 | - | 3 |
| 8366 | Physiological performance data analytics company. | 10/10/2019 | 1/9/2020 | - | 2.5 |
| 8457 | A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space. | 3/23/2021 | 3/23/2022 | - | 3 |
| 11212 | A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school. | 2/12/2021 | 8/11/2021 | - | 3 |
| 11252 | Two wheeled 'series hybrid' for developing markets. | 2/18/2021 | 2/18/2022 | - | 1 |
| 11606 | An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones. | 5/1/2019 | 11/1/2019 | - | 3 |
| 11736 | Implantable porous polymeric disc that accumulates metastatic cancer cells in patients who are in remission. | 1/25/2021 | 7/24/2021 | - | 3 |
| 11831 | Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients. | 11/1/2019 | 10/31/2020 | - | 1 |
| 11880 | In-application music discovery competitions that reward listeners for competing and discovering new music. | 2/16/2021 | 2/16/2022 | - | 0.5 |
| 11953 | Test technology for color measurement in paint for quality control. | 1/1/2021 | 6/30/2021 | - | 1 |
| 11960 | Background check for customers who use online services. | 9/30/2020 | 3/29/2021 | - | 4 |
| 11967 | Enhance the investment performance of institutional investors through the best execution of securities finance. | 5/1/2020 | 11/1/2020 | - | 1 |
| 11985 | Self-contained, pre-engineered and pre-configured, mobile, solar nanogrids with a variety of solutions inside the nanogrid. | 2/15/2021 | 2/15/2022 | - | 5 |
| 12884 | Eco-friendly prescription medication bottle manufacturing. | 8/6/2020 | 2/5/2021 | - | 1 |
| 12929 | A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto businesses to share their | 8/24/2020 | 2/23/2021 | - | 1 |

| Uniq ID | Account Description | Start Date | Exit Date | Incubator Desks | Current FTE Jobs |
|---|---|---|---|---|---|
| | cars, passion, auto skills, or expertise with guests. | | | | |
| 12937 | A self-sanitizing door handle by UV light. | 8/18/2020 | 2/17/2021 | - | 3 |
| 13624 | An application that brings price transparency to the liquor industry. | 8/24/2020 | 2/23/2021 | - | 2 |
| 14226 | Web application that tailors to companies in search of qualified technology-based suppliers. | 9/18/2020 | 3/17/2021 | - | 1 |
| 14668 | Synthetic black braiding hair care that is comprised of low-quality plastics such as polyacrylamide and polyvinyl chloride (PVC). | 1/20/2021 | 7/18/2021 | - | 2 |
| 14804 | An automated software bot technologies company that develops artificial intelligence enabled software refactoring products. | 2/15/2021 | 8/14/2021 | - | 2 |
| **SPARK East - Suite** | | | | **13** | **10** |
| 11661 | Industry 4.0, smart inspection for manufacturing. | 2/1/2021 | 7/31/2021 | 6 | 3 |
| 1782 | Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis. | 3/15/2019 | 3/15/2024 | 7 | 7 |
| | **Total (105 Companies)** | | | **70** | **452.5** |

# Hosted Networking and Educational Events

## CEO Masterclass

SPARK, in partnership with the U-M Desai Accelerator and serial CEO Ted Dacko, relaunched our Masterclass for early-stage CEOs preparing for or experiencing rapid growth. During this free program, CEOs work with their cohorts to create a personalized map of their journey from where they are now to their vision of future success. This course meets virtually every other week from January - April, for a total of eight courses, which include:

## Course Topics

- You: Founder, CEO, Something Else?
- Evaluating You: Your Performance, Vision, and Purpose
- Metrics that Drive Your Business
- Holding Your Team Accountable
- People Issues and Building a Cross-Functional Team
- Making the Most out of Boards, Mentors, and Advisors
- Breaking and Making Habits
- Your CEO Journey: What Will You Do Differently? How Will You Measure Your Progress and Hold Each Other Accountable?

## Client Testimonial

"Congratulations to Ted and the whole team. This activity is extremely relevant and helpful for CEOs. I've attended business schools and accelerator programs, but nothing compares to having someone with real experience. Ted and the whole team are great. Thank you for supporting our business activity!"

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

| Event Date | Event Name | # of Attendees | Event Description |
|---|---|---|---|
| 1/12/2021 | Resilient Leaders: Powering Transformation | 50 | Ann Arbor SPARK has invited Jan Griffith, president and founder of Gravitas Detroit to explore the power of motivation to generate sustainable, purposeful action and learn how to own it — both in the personal and professional realm. |
| 1/13/2021 | Invest 2021: Michigan's Post-COVID Angel and VC Investing Landscape | 25 | Ann Arbor SPARK and Bodman take a close look at Michigan's entrepreneurial investing trends. |
| 1/14/2021 | Paycheck Protection Program:  What You Need to Know for 2021 | 90 | In this session attendees will learn about PPP eligibility requirements and how to apply it as it rolls out in 2021. |
| 1/21/2021 | SPARK.tech Entrepreneur Book Club: Session One | 42 | *What Great Teams Do Great: How Ordinary People Accomplish the Extraordinary* - Session One focuses on Chapters 1 and 2, exploring the definition of teams and how this applies specifically to entrepreneurs. |
| 1/27/2021 | Ann Arbor SPARK Entrepreneur Boot Camp Celebration | 31 | Celebration of the evolution of SPARK's Boot Camp entrepreneurs as they virtually present their journey. |
| 2/4/2021 | SPARK.tech Entrepreneur Book Club: Session Two | 25 | *What Great Teams Do Great: How Ordinary People Accomplish the Extraordinary* - Session Two focuses on Chapter 3. It is a deep dive on choices, including an understanding of what it takes to change behavioral habits to achieve new results and impact. |
| 2/9/2021 | A2 BioSocial | N/A | The A2 BioSocial, presented by Ann Arbor SPARK, miLEAD Consulting, and MichBio discuss how science research is changing, finding funding, who is currently hiring and meeting new people to talk all things science! |
| 2/15/2021 | Foundational Elements of Diversity, Equity, and Inclusion Workshop | N/A | Ann Arbor SPARK and CADIA (Center for Automotive Diversity, Inclusion and Advancement) have partnered to bring an interactive, educational workshop focused on exploring diversity, equity, and inclusion through presentation, dialogue, and exercises. |
| 2/16/2021 | HealthSpark Accelerator Info. Session | 25 | Participating digital and telehealth companies engage with healthcare experts across the business spectrum to learn how to bridge operational and delivery gaps. |

| Event Date | Event Name | # of Attendees | Event Description |
|---|---|---|---|
| 2/18/2021 | SPARK.tech Entrepreneur Book Club: Session Three | 16 | *What Great Teams Do Great: How Ordinary People Accomplish the Extraordinary* – Session 3 focuses Chapters 4 and 5. This session will explore the composites of choices made by an individual or team which comprise the "path" they are on. |
| 2/25/2021 | Connecting the Game Dev Community: IGDA Ann Arbor | 30 | Roblox Engineer and Wolverine, Maxwell Perraut, discusses his journey from game-dev undergrad to engineer on one of the world's largest gaming platforms. |
| 3/16/2021 | Leaders Building Leaders: Stories and Strategies to Empower Your Best Life | 10 | In honor of International Women's Day, Ann Arbor SPARK is hosting a panel discussion moderated by Anne Partington, entrepreneurial services director and diversity, inclusion, and equity lead with four dynamic women leaders from SE Michigan who build leaders and organizations as a core mission of their work. |
| 3/18/2021 | Women in Mobility Detroit | March Meetup - Celebrating Our Superpowers | 25 | For our March Meetup, Women in Mobility Detroit welcomes leadership and personal development coach Daphne Schalbetter. She enables and empowers female leaders to develop their full potential and live their dreams. |
| 3/24/2021 | SPARK.ed | How to Properly Manage Pilots | 8 | This class will help early-stage founder/CEOs learn the sales basics of managing though the pilot stage. |
| 3/26/2021 | Challenge Your Team: Gender Equity, Inclusion, and Belonging at Work | 26 | Inspired by the themes of IWD and Women's History Month, SPARK is having a conversation, with Emily Reed, head of employee programs at DUO Security, on how individuals can challenge their companies to do better diversity, inclusion, equity, and belonging at work. |
| **Total (15 Events)** | | **403** | |

## Microloans

| | |
|---|---|
| **Number of loans currently outstanding:** | **9** |
| **Current total loan amount outstanding** | $447,108.55 |
| **Loan amounts repaid this fiscal year** | $12,000 |
| **Loans written off this fiscal year** | $0 |
| **Cumulative Jobs retained** | 113 |
| **Cumulative net Jobs created** | 98 |
| **Payment made back to LDFA this fiscal year** | 0 |
| **Current balance of the microloan account** | **$22,002.19** |

## 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 |
|---|---|---|
| **Acquisition** | | |
| **6545** | Acquisition | |
| **Venture Capital** | | |
| **11753** | Pillar Venture Capital, Ann Arbor-based eLab Ventures, Invest Michigan, and a host of out-of-state funds. | $4,200,000 |
| **12258** | Research Bridge Partners, ID Ventures in Detroit, and a variety of local angel investing groups and others. | $2,000,000 |
| **11862** | Progression Fund, Austin Rief, Turner Novak, Kleiner Perkins Scout Fund, Rough Draft Ventures, U-M Zell Lurie Founders Fund | $750,000 |
| **7117** | BroadOak Capital Partners, Green Park & Golf Ventures, Red Cedar Ventures, Michigan Rise, Invest Detroit Ventures, IrishAngels, Michigan Angel Fund, Invest Michigan, and Atain Specialty Insurance Company. | $5,300,000 |
| **6285** | - | $10,100,000 |
| **11105** | Impact Seat and ID Ventures | $500,000 |
| **Founder/Insider** | | |
| **11672** | Friends/family | $25,000 |
| **Total (9 Companies)** | | **$22,875,000** |

## 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. TrueJobs: $5,550 - The backend to our job portal.

## Integrated Marketing Plan



# Marketing Performance Metrics | Q3
Using an integrated marketing strategy to increase LDFA brand awareness

| Marketing Communications Tool | Description | LDFA FY 20 – 21, Q3 | Compared to Last Quarter | Compared to Last Year |
|---|---|---|---|---|
| Website Visits | Visits to our website will raise awareness and provide valuable tools and resources. | 58,369 | - 12% | - 14% |
| Video Views | Video views on multiple platforms to reach wider audiences. | 182,025 | + 1% | + 65% |
| Social Media Impressions | General visibility on a variety of popular social media platforms. | 1,395,717 | + 11% | + 31% |
| Social Media Interactions | Direct, positive interactions with people from all over the world. | 181,377 | - 2% | + 210% |

# 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 87 sessions with 22 companies, 8 of them were new marketing clients.

| Uniq ID | Service Provided | New Company | Sessions |
|---|---|---|---|
| 6545 | Content development | 0 | 1 |
| 7876 | Marketing needs assessment | 1 | 1 |
| 11350 | Marketing needs assessment and marketing resources and educational materials | 1 | 2 |
| 12134 | Marketing referral | 0 | 1 |
| 8769 | Content review and edits, content development, and strategic marketing session | 0 | 5 |
| 9137 | Marketing needs assessment | 1 | 1 |
| 11747 | Content development | 0 | 1 |
| 14747 | Marketing needs assessment and marketing resources and educational materials | 1 | 2 |
| 11672 | Marketing needs assessment and marketing referral | 1 | 2 |
| 8457 | Marketing referral | 0 | 1 |
| 14267 | Marketing referral, marketing needs assessment, and strategic marketing session | 1 | 5 |
| 11880 | Strategic marketing session and marketing referral | 0 | 2 |
| 7531 | Marketing resources and educational materials and strategic marketing session | 0 | 2 |
| 6977 | Content development, strategic marketing session, and content review and edits | 0 | 23 |
| 12098 | Content development, strategic marketing session, and content review and edits | 0 | 5 |
| 8806 | Content development | 0 | 2 |
| 2203 | Content development, strategic marketing session, and content review and edits | 0 | 7 |
| 14781 | Marketing resources and educational materials, marketing needs assessment, and strategic marketing session | 1 | 4 |
| 8591 | Marketing needs assessment | 1 | 1 |
| 7131 | Strategic marketing session, content review and edits, marketing referral, and content development | 0 | 12 |
| 12864 | Strategic marketing session, marketing referral, content development, and content review and edits | 0 | 6 |
| 11606 | Marketing resources and educational materials | 0 | 1 |
| **Total (22 Companies)** | | **8** | **87** |

# 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]**

6 Total requests received
5 Requests non-tech
1 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**

2 Events

| Date | Title |
|------|-------|
| **1/12/2021** | Lenawee Now's Stakeholder Meeting |
| **3/25/2021** | Tecumseh Annual Chamber Meeting |

**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 $400K 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.