

LDFA REPORT 2025 - 2026

ANN ARBOR/YPSILANTI SMARTZONE

Q3

258 COMPANIES
SERVED

4.5 JOBS
CREATED

13 COMPANIES
CREATED

\$74.7M FUNDS
RAISED
INVESTMENTS & GRANTS

\$494K
DIRECT SUPPORT

Turning Transition into Opportunity – ITHAKA Labs

When ITHAKA Labs recently underwent significant layoffs, SPARK moved quickly to support both the company and the impacted employees during a challenging transition. After meeting directly with the employees, SPARK worked closely with members of the displaced team to identify immediate opportunities and connect them with leaders across our regional innovation ecosystem who manage teams in similar functions and industries. These introductions helped create meaningful pathways to employment, while also providing encouragement and professional guidance at an important moment in their careers.



In addition to making connections, SPARK opened its facilities to the former team members, providing a welcoming space where they could meet, collaborate, and brainstorm next steps together. Having access to a professional environment allowed the group to continue supporting one another, explore new ideas, and remain engaged with the broader entrepreneurial community.

This hands-on response reflects the value of having a connected entrepreneurial ecosystem during times of transition. By bringing together people, resources, and opportunities, what began as a difficult moment has already led to positive outcomes. Several individuals have secured new positions, including roles at Menlo Innovations, while others continue to pursue promising next steps in their careers.

Adrenaline Interactive Wins \$1 Million Investment at Second Statewide PitchMI Competition

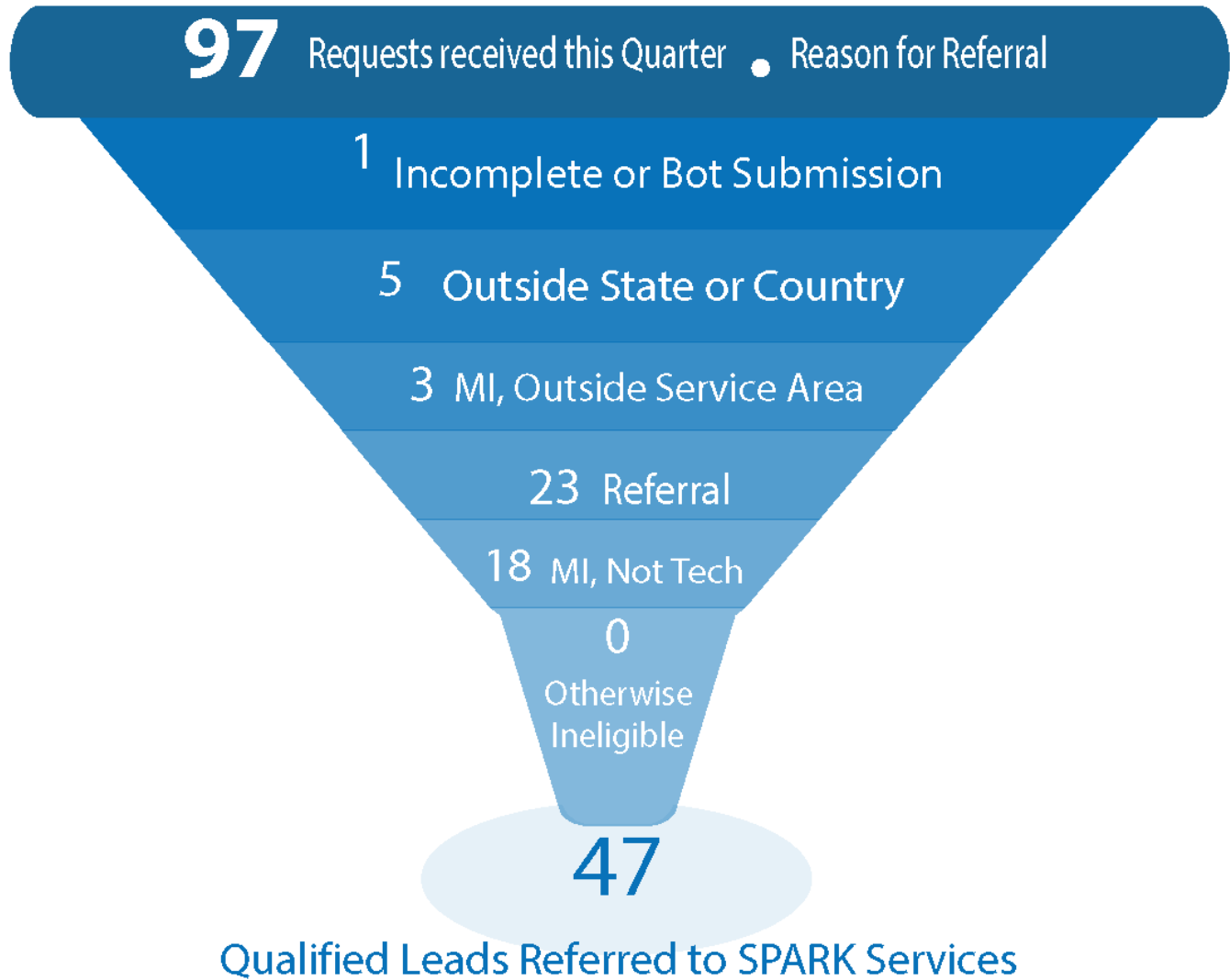


Yesterday, Governor Gretchen Whitmer joined the Michigan Economic Development Corporation (MEDC) and the Michigan State University (MSU) Research Foundation to announce Adrenaline Interactive as the grand prize winner of the 2026 PitchMI Championship. Following a high-stakes "Shark Tank" style competition at Grewal Hall in Lansing, the company was awarded a \$1 million investment, bringing its total PitchMI winnings to \$1.375 million.

Based in Ann Arbor, Adrenaline Interactive is a startup specializing in dynamic in-game advertising which lets advertisers place in-game ads inside titles such as Fortnite and Roblox. Their platform, Brand Fusion AI, automates in-game product placement to increase engagement and provide measurable ROI for brands.

This achievement reflects the caliber of companies emerging from the SPARK client community and demonstrates how targeted support, mentorship, and ecosystem connections can help high-growth startups compete on a statewide stage. Adrenaline Interactive's success brings additional visibility to the Ann Arbor region while reinforcing the importance of continued investment in innovation-driven companies. [Read More](#)

Ann Arbor SPARK Quarterly Report: January 1, 2026 –March 31, 2026



Business Accelerator Intake – Phase I

Companies Created

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

M = Mobility company

U = University affiliated

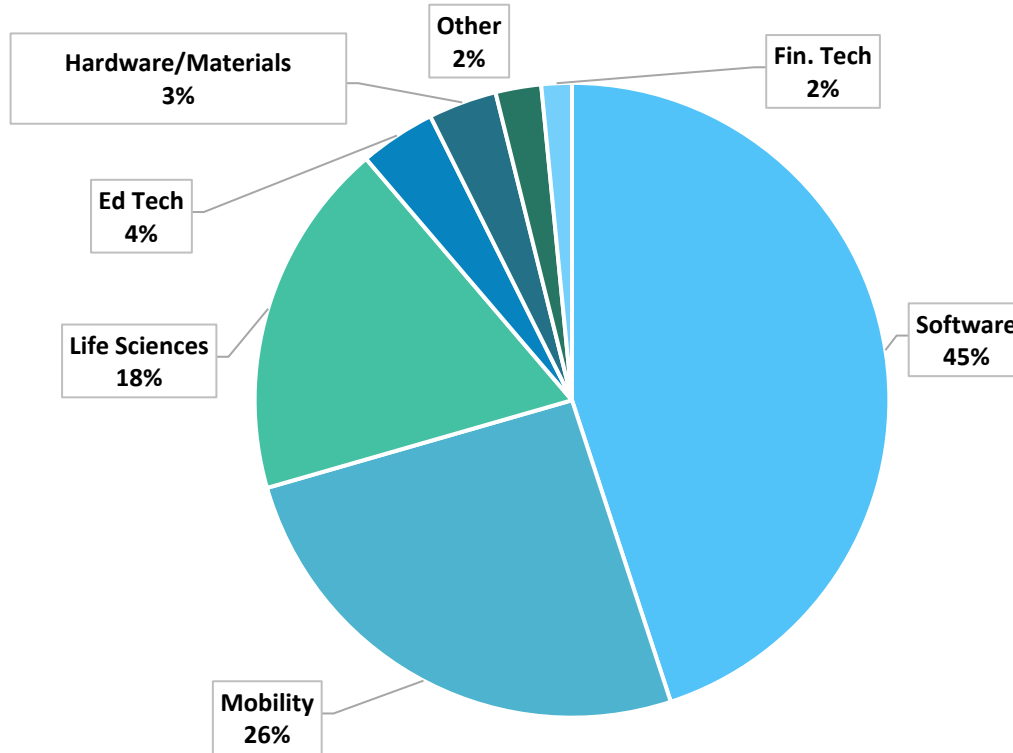
Y = Ypsilanti company

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

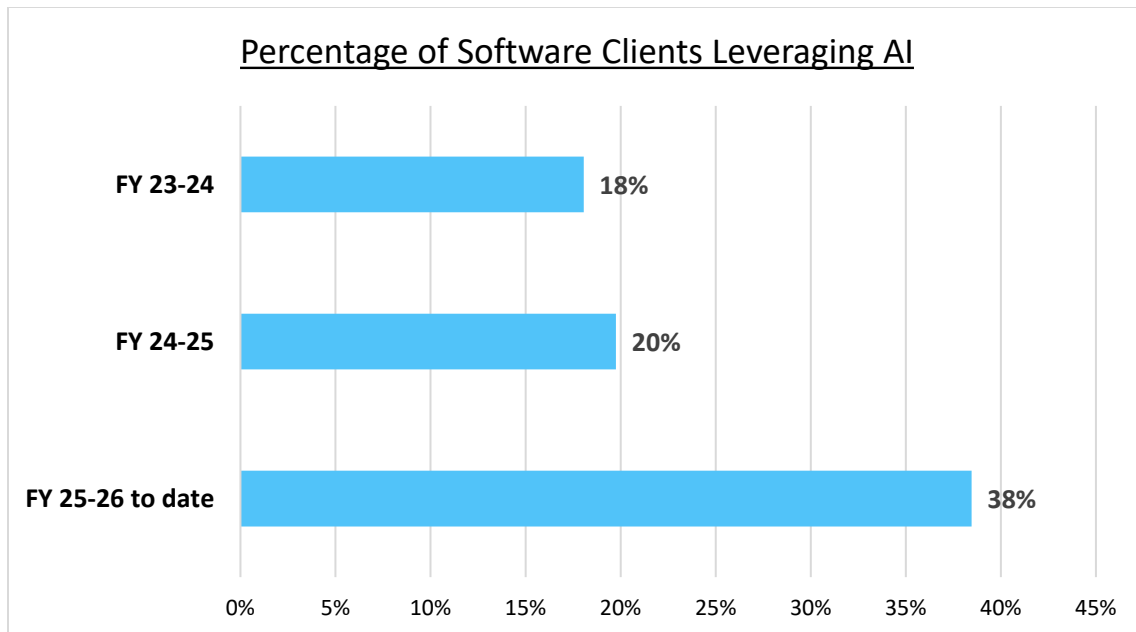
Industry Breakdown

SPARK supports startups across a diverse mix of industries, reflecting the breadth of innovation in our region. The distribution below highlights the range of companies we assist as they grow and scale. The strong representation of software companies also reflects the growing demand for AI-enabled solutions, as more startups are leveraging artificial intelligence to improve products, streamline operations, and create new market opportunities.

Industry Composition of Companies Served



Percentage of Software Clients Leveraging AI



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

Uniq ID	Description
18235Y	An enterprise security platform built to close the visibility gap in modern API infrastructures.
18144U	Creating an evidence-based treatment for depression and anxiety.
18248Y	A technology-first SaaS platform that empowers filmmakers to control how their projects are marketed, measured, and monetized.
18279M	Developing an integrated Neighborhood Electric Vehicle (NEV) rental and charging ecosystem designed for short-distance urban mobility and sustainable energy optimization.
18224M	Builds low-cost aerial decoys that create instant “barbed wire of the sky.”
18178	A digital health technology company transforming patient education for chronic diseases through gamified, immersive learning, powered by Virtual Reality (VR).
18342	A care coordination and workflow platform for lung nodules and lung cancer.
18120	A SaaS platform designed to help small and mid-sized manufacturers (SMMs) transition from manual, siloed operations to smart, data-driven factories.
15112U	Developing a rapid and universal bacterial identification system that does not require culturing and can potentially eliminate the need for broad-spectrum antibiotics.
18295	Converts waste plant material into biochar using pyrolysis.
17505U	Creates immersive representations of buildings, interiors, and sites through 3D LiDAR point-cloud modeling and XR integration
18198Y	Empowers students to take control of their time by seamlessly integrating task management with their academic workflow.
17814	Provides software to analyze human biomechanics through mobile devices.
Total: 13 Companies	

Business Acceleration

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

Uniq ID	Description	FTEs	Billed Support
16999U	A platform that leverages the most centralized network of incoming college students across North America to form connections and build community before anyone steps on campus.	6	\$1,200.00
17278Y	B2B software solution with an easy to use ticketing system, database, and data analytics.	1	\$1,600.00
Total (2 Companies)		7	\$2,800.00

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

Uniq ID	Description	FTEs	Billed Support
11831Y		4	\$10,000.00
Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	Legal: Patent Prosecution	4	\$10,000.00
12074		1	\$6,400.00
A martech platform built to elevate creators and showcase a brand's purpose authentically through content.	Incorporate advanced statistical models into existing platform.	1	\$3,400.00
	Website updates.	1	\$2,000.00
	Incorporate advanced statistical models into existing platform.	1	\$1,000.00
12840MU		1	\$8,480.00
An online peer-to-peer marketplace for parking aimed at solving parking availability and affordability problem on college campuses by using empty driveway space.	Digital marketing, SEO, and content creation.	1	\$4,130.00
	Digital marketing, SEO, and content creation.	1	\$2,175.00
	Digital marketing, SEO, and content creation.	1	\$2,175.00
13622		3.5	\$3,637.50
Creation of gaming software and merchandise for female audiences.	Legal review and advisory support to finalize Nochi LLC's service agreement with Cover Corp.	3.5	\$3,637.50
15339		1.5	\$8,000.00
A disruptive process which will revolutionize and cause standardization of Traumatic Brain Injury (TBI) diagnosis and treatment.	Ancillary Product Development, FDA correspondence.	1.5	\$8,000.00
15410M		2.5	\$2,600.00
An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	Website design and development.	2.5	\$2,600.00
15418		3	\$4,000.00
A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	Finalize Project Plan. Submit 2nd pre-submission request for feedback from the FDA	3	\$4,000.00
16196U		1	\$693.92
A room-sized augmented reality (AR) system for inclusive play and exercise.	Accounting/Financial: Registration, accounting system setup, payroll setup, annual statements & return.	1	\$693.92
16542		10	\$830.00
Works with organizations to implement innovative, equitable, and sustainable climate solutions that make an impact.	GHG Data Collection Tool	10	\$205.00
	GHG Data Collection Tool	10	\$150.00
	GHG Data Collection Tool	10	\$475.00
16577		24	\$2,100.00
An outpatient mental health center.	SEO and Marketing Management	24	\$1,600.00
	SEO and Marketing Management	24	\$500.00
16611		1.5	\$7,000.00

Uniq ID	Description	FTEs	Billed Support
Clinical research of peptide-based diagnostic for cancers of the human GI tract.	Legal: support for company formation, founder equity, and licensing.	1.5	\$7,000.00
16625		1	\$200.00
A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	Assistance with negotiation of financing, partnership and intellectual property-related agreements	1	\$200.00
16813		2	\$2,282.00
An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	legal contract services	2	\$1,242.50
	Legal Services: Completion of trademark registration	2	\$507.00
	legal contract services	2	\$532.50
16833		2	\$1,500.00
Making real, fun, engaging games that also end up having therapeutic qualities and educate our players about their mental health.	Ancillary product development to improve the design of the survey tool	2	\$750.00
	Ancillary product development to improve the design of the survey tool	2	\$750.00
16982Y		1	\$7,500.00
An adaptive, digital learning platform that engages students through culturally relevant content that caters to their interests.	Creation of a click-through simulation	1	\$7,500.00
16985U		3	\$360.00
An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	Grant Writing Consulting	3	\$360.00
17036M		2	\$495.00
A device to capture CO2 emissions from train exhaust.	Freedom to operate analysis	2	\$495.00
17157Y		2.5	\$1,000.00
Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	Implement CRM.	2.5	\$1,000.00
17280		2	\$6,000.00
Supervised Clinical Practice software	Build out website for commercial launch	2	\$2,800.00
	Build out website for commercial launch	2	\$3,200.00
17290		1	\$675.00
A certified organic, animal free, plant-based water soluble fertilizer designed for commercial and non-commercial use.	Regulatory & Market Access: This work supports commercialization by completing required fertilizer registrations and organic certifications needed to sell into additional U.S. markets and reach organic customers.	1	\$675.00
17291		2	\$7,050.00
A marketplace for holistic solutions.	Legal Services - Trademark & IP	2	\$4,500.00
	Legal Services - Trademark	2	\$2,550.00
17296		2	\$6,000.00

Uniq ID	Description	FTEs	Billed Support	
	Provides expertly-curated templates for agreements commonly-used by entrepreneurs, businesses and lawyers.	2	\$6,000.00	
17359		14	\$5,000.00	
	SaaS product that uses AI to generate interactive video.	14	\$5,000.00	
17382U		0	\$1,500.00	
	Creating a vitreous biopsy device.	0	\$1,500.00	
17416U		3	\$7,200.00	
	Detects manipulated images, audio, and video, including deepfakes, propounding trust in the integrity of the markets where it is deployed.	Legal: trademark search and filing	3	\$3,700.00
		Legal services: employment and contractor agreements.	3	\$3,500.00
17434MU		5	\$2,500.00	
	An efficient autonomous mobility system.	Bilingual web and marketing refresh, including customer and investor materials	5	\$2,500.00
17461Y		1	\$5,000.00	
	Helping Professionals operate at a higher level by combining MARKETING-SALES-OPERATIONS all into one operating system.	Marketing engagement: brand refresh, UX/UI Audits, Website Design Support, etc.	1	\$5,000.00
17468		2	\$1,726.50	
	Developing a targeted anti-cancer drug designed to prevent, or significantly delay, metastasis in patients diagnosed with triple-negative breast cancer.	GAAP and accounting consultation	2	\$1,726.50
17505U		2	\$887.50	
	Creates immersive representations of buildings, interiors, and sites through 3D LiDAR point-cloud modeling and XR integration	Marketing and Comms planning and development, inc website, social media campaign, procedure manual, and data management	2	\$887.50
17533U		1	\$4,700.00	
	Solves the inconvenience, cost, and uncertainty associated with acquiring or making high quality molten salts for experimental and commercial uses by applying our decades of process expertise to produce and test salt of consistently high quality and provide it for the energy research community.	Consulting for registration with Nuclear Regulatory Commission.	1	\$4,700.00
17542U		1	\$5,000.00	
	Developing a unique adsorbent for both PFOS and PFOA.	Legal services: contractor and employment agreements.	1	\$5,000.00
17659M		5	\$161.50	
	Developing an optical structure integrated into a fiber, which itself can be interlaced directly into fabrics and apparel using standard textile manufacturing processes.	Legal review of NDA for international customer	5	\$161.50
17717M		4.5	\$20,000.00	

Uniq ID	Description	FTEs	Billed Support
	Legal services: finalization of seed financing, Separation Agreement and Promissory Note, Advisory Agreements, Stock Purchase Agreement	4.5	\$20,000.00
17787		2	\$2,250.00
	Implement Sensible Cyber Solution which includes helping evaluate and improve security posture, as well as build out appropriate policies and do some founder training	2	\$750.00
Lets sales people define arbitrary signals & triggers and then scans their prospect list to surface actionable intelligence related to those triggers.	Implement Sensible Cyber Solution which includes helping evaluate and improve security posture, as well as build out appropriate policies and do some founder training	2	\$750.00
	Implement Sensible Cyber Solution which includes helping evaluate and improve security posture, as well as build out appropriate policies and do some founder training	2	\$750.00
17788		1.5	\$7,338.75
Developing a device that allows customers to pull their sacrum back into its healthy position via a 3D print piece. This solves a common ergonomic issue.	Platform Evaluation and Content Deployment. [Client Product] Print Material Package. Paid Advertising Campaign Management. [Client Product] Class and Book Production	1.5	\$1,338.75
	Provide PR guidance, etc.	1.5	\$2,000.00
	Provide PR guidance, etc.	1.5	\$2,000.00
	Provide PR guidance, etc.	1.5	\$2,000.00
17826		2	\$1,900.00
Uses AI to help apartment owners connect with renters and offer best in class pricing, resulting in more leases.	UI/UX: move product to enterprise grade.	2	\$1,250.00
	UI/UX: move product to enterprise grade.	2	\$650.00
17827		2	\$9,250.00
A Decision Workspace that provides individuals and teams the ability to organize/track decisions, simulate those decisions/meetings with AI, and embed those decisions into their existing workflows.	Product Development Support	2	\$9,250.00
17830U		1.2	\$10,175.95
A gamified sleep and screen time management device designed to improve bedtime routines for smartphone users of all ages.	Prototype development for beta units	1.2	\$1,785.95
	PCT Patent Application & Trademark	1.2	\$3,630.00
	PCT Patent Application & Trademark	1.2	\$4,760.00
17833		0	\$2,947.50
Offers a cutting-edge genetic testing service combined with an AI-powered symptom checker to help individuals identify the potential genetic causes behind unexplained symptoms.	Review Privacy Policy and Terms of Service, perform HIPPA & FDA Regulatory Analysis, Draft/Review Consent and Liability Forms, Draft Form of Consulting, etc.	0	\$2,599.50

Uniq ID	Description	FTEs	Billed Support
	Review/Comment on Privacy Policy and Terms of Service, perform HIPPA & FDA Regulatory Analysis, Draft/Review Consent and Liability Forms, Draft Form of Consulting Agreement, and Review and comment on Executive Summary	0	\$348.00
17834U		5	\$190.00
Building the world's first fully-throwable smart baseball capable of measuring real-time finger placement and pressure.	Logo rework with a new name, along with color and font exploration. The scope also includes exploring up to two brand subset lockups for sport or product specific use cases, plus a one-page style sheet that documents the approved colors and fonts.	5	\$190.00
17858		2	\$1,897.48
Creating a new kind of game series and development platform that supports non-clinical therapy. Leveraging a unique fusion of engaging, narrative video games with mental health tools personally designed and vetted by our team's therapists' real-world practices.	UI/UX usability review through 2 research studies	2	\$949.98
	UI/UX usability review through 2 research studies	2	\$947.50
17860		1	\$7,612.77
Mobile app for children aged 2–5 uses AI-powered animated avatars and engaging videos. The app helps children develop communication skills and compassion through conversations.	Accounting Support	1	\$1,937.77
	Product Development Enhancement	1	\$3,000.00
	Accounting Support	1	\$2,675.00
17864		2	\$2,750.00
A comprehensive platform that offers end-to-end solutions for businesses seeking custom-branded merchandise and apparel. The platform addresses the complexities and inefficiencies often associated with sourcing, designing, producing, and distributing branded products.	Lead Generation.	2	\$250.00
	Lead Generation.	2	\$500.00
	Lead Generation.	2	\$1,250.00
	Lead Generation.	2	\$750.00
17933		1	\$2,000.00
An AI-powered lifelong health companion, seamlessly integrating medical information across providers and insurers to deliver personalized health guidance.	Brand identity project	1	\$1,000.00
	Digital ad management	1	\$1,000.00
17951		2	\$5,500.00
Creating a solution that will convert a static process flow diagram into a discrete event simulation model.	Standard LLC formation package	2	\$5,500.00
18051		0.5	\$2,750.00
Providing the world's first inline authentication system for silicon chips using patented, unclonable optical signatures embedded directly at design.	Legal: Option Plan	0.5	\$2,750.00
18056U		0	\$9,970.00
	Website Design & Development.	0	\$2,670.00

Uniq ID	Description	FTEs	Billed Support
A software for mortgage brokers and realtors that would act as a CRM platform, VA and process flow manager.	Legal services: trademark search and application.	0	\$2,300.00
	Creation of process maps for the five [client] processes. Creation of data model and documentation of information flows	0	\$2,000.00
	Legal services: subscription agreement.	0	\$3,000.00
18061		1	\$10,000.00
A SaaS-based solution that focuses on deep curation of advanced technology solutions utilized in manufacturing and warehouse operations.	Product enhancements.	1	\$5,000.00
	Product enhancements.	1	\$5,000.00
18073		2.5	\$3,500.00
A Software-as-a-Service (SaaS) platform that connects advertisers with screen owners, enabling the seamless display of targeted digital advertisements on connected TVs and digital signage in public spaces.	Conversion of a Delaware limited liability company into a Delaware corporation, Employee Equity Incentive Plan and related incentive agreements, SAFE financing and related agreements disclosures and resolutions	2.5	\$2,000.00
	Conversion of a Delaware limited liability company into a Delaware corporation, Employee Equity Incentive Plan and related incentive agreements, SAFE financing and related agreements disclosures and resolutions	2.5	\$1,500.00
18076MU		1	\$5,000.00
Makes connected and automated vehicle (CAV) data more accessible to traffic engineers. CAVs have the potential to enable proactive, dynamic, and responsive solutions by providing detailed travel path information.	Legal work to convert llc to C-Corp	1	\$5,000.00
18077		2	\$737.50
A social networking application designed to eliminate social isolation and make real-world socializing effortless.	IP: Prepare a full non-provisional patent application for their method and system for facilitating social interactions through a selective availability mechanism.	2	\$737.50
18086		0.5	\$2,650.00
Provides customer discovery platform for any startup, university, I-Corps participants, or accelerator that want to bring their customer discovery to the next level and have transparency into why startup founders believe in certain things.	Legal services: trademark search and filing.	0.5	\$650.00
	Penetration testing.	0.5	\$2,000.00
18087MU		6	\$6,474.00
Developing a technology capable of mitigating car sickness by employing predictive algorithms that anticipate vehicle maneuvers and preemptively activating mechatronic systems to alert and/or	legal consult: operating agreement w/amendment to articles, services agreement, term sheet and financing guidance	6	\$1,529.00

Uniq ID	Description	FTEs	Billed Support
modify the passenger posture before inertial events happen.	legal consult: operating agreement w/amendment to articles, services agreement, term sheet and financing guidance	6	\$2,000.00
	Financial consulting services, accounting setup	6	\$2,489.76
	Accounting/book keeping set up	6	\$455.24
18095		5	\$2,250.00
A predictive subscription defense engine that empowers consumers to take control of recurring charges before they happen.	Sensible Cyber Solution.	5	\$750.00
	Sensible Cyber Solution.	5	\$750.00
	Sensible Cyber Solution.	5	\$750.00
18109		1	\$2,855.00
AI-powered SaaS company that transforms engineering-grade 3D models into interactive, immersive experiences for sales, marketing, training, and support.	Legal formation.	1	\$2,855.00
18143MU		2	\$5,000.00
Developing Trip Decision Engine featuring machine learning algorithms that predict travel ROI by analyzing CRM data patterns, historical conversion rates, and cost-benefit matrices.	Executive Entrepreneurial Coaching	2	\$1,000.00
	Quality Assurance services.	2	\$3,000.00
	Executive Entrepreneurial Coaching	2	\$1,000.00
18145MU		5	\$15,000.00
Building Attitude Determination and Control Systems for satellites.	Complete marketing and branding work up, including branding style guide, web design (layout, copy writing, design, development, support) and digital sales collateral (pitch deck, data sheet, 1 pager).	5	\$15,000.00
18161U		4	\$2,535.00
Creating a dynamic GenAI-powered platform for both patients and clinicians.	Website design services	4	\$2,535.00
18174		1	\$13,000.00
A web- and mobile-based, AI-powered platform that collapses the fractured workflow fix-and-flip investors face when buying single-family homes.	Legal: corp conversion, SAFE prep.	1	\$6,500.00
	Legal services: trademark search.	1	\$3,000.00
	Legal services: advisor and option agreement.	1	\$3,500.00
18175YU		4	\$10,000.00
A company dedicated to helping people learn to live independently longer, using various University of Michigan-back research.	Set up Quickbooks, Prepare 83B Filings and do the initial year tax prep.	4	\$7,155.00
	Set up Quickbooks, Prepare 83B Filings and do the initial year tax prep.	4	\$49.00
	Set up Quickbooks, Prepare 83B Filings and do the initial year tax prep.	4	\$2,796.00
18178		1	\$15,000.00

Uniq ID	Description	FTEs	Billed Support
	A digital health technology company transforming patient education for chronic diseases through gamified, immersive learning, powered by Virtual Reality (VR). Build out UI/UX and 3D elements on his MVP - a gamified patient ed program for individuals diagnosed with juvenile diabetes	1	\$15,000.00
18197		1	\$3,250.00
	A multilingual Chrome extension that converts text into natural, human-like audio, in a variety of native-sounding voices with options for full text or AI-generated summaries. Legal: Review and negotiation of a licensing agreement with the University of Michigan.	1	\$3,250.00
18235Y		0	\$6,000.00
	An enterprise security platform built to close the visibility gap in modern API infrastructures. Go-To-Market Consulting. 1. Positioning & Messaging Foundation 2. Customer Discovery & Market Validation 3. Outbound Engine & Lead Generation 4. Content & Authority Building 5. Partnerships (MSPs)	0	\$2,000.00
	Go-To-Market Consulting, etc.	0	\$2,000.00
	Go-To-Market Consulting, etc.	0	\$2,000.00
18295		2	\$8,200.00
	Converts waste plant material into biochar using pyrolysis. Prepare and file a single-class federal trademark application	2	\$1,000.00
	Design work: Piping & Instrumentation diagrams, 3D engineering drawings and renderings, manufacturing plans, electrical design and controls narratives, bill of materials with costing estimates, etc	2	\$7,200.00
7754U		16	\$9,000.00
	Sensors and measurement devices for electromagnetic radiation enabling essential technologies. Consulting service to review and improve IT security.	16	\$3,000.00
	Consulting service to review and improve IT security.	16	\$3,000.00
7876U		2	\$9,330.00
	Wearable graphene nanoelectronic alcohol sensor for real-time alcohol monitoring. Financial consulting in preparation for Bridge Round.	2	\$332.50
	Legal - provisional patents.	2	\$8,000.00
	Financial consulting in preparation for Bridge Round.	2	\$997.50
Total (66 Companies)		191.2	\$336,792.87

Talent Programs

Entrepreneur-In-Residence Program

This quarter, 32 companies utilized the entrepreneur-in-residence program. This program is designed to attract and retain C-level individuals in the community by leveraging their talent and experience to add substantial value to client companies.

Uniq ID	Description	FTEs	Billed Support
18073	A Software-as-a-Service (SaaS) platform that connects advertisers with screen owners, enabling the seamless display of targeted digital advertisements on connected TVs and digital signage in public spaces.	2.5	\$3,000.00
16989	A web-based, interactive platform to deliver implicit bias training.	0	\$1,500.00
17408	Helps customers secure their cloud applications and services by discovering their attack surface, visualizing relationships between critical resources and the attack pathways (attack path modeling), and helping prioritize and automate their defense to the growing surface of cloud threats.	0	\$4,500.00
17787	Lets sales people define arbitrary signals & triggers and then scans their prospect list to surface actionable intelligence related to those triggers.	2	\$3,600.00
17440	Develops carbon-sequestering technical applications to alleviate environmental stressors from various industries.	4	\$1,500.00
18235	An enterprise security platform built to close the visibility gap in modern API infrastructures.	0	\$4,000.00
16625	A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	1	\$1,350.00
17655	A portfolio platform for the professional and technical workforce striving to bring more transparency and authenticity into the talent ecosystem.	1	\$350.00
15410M	An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	2.5	\$3,000.00
17834	Building the world's first fully-throwable smart baseball capable of measuring real-time finger placement and pressure.	5	\$3,325.00
11252MY	Advanced Battery models and algorithms for xEVs and Energy Storage	1	\$1,600.00
12039UY	Analytics tool that generates synthetic big data sets for healthcare.	0	\$4,000.00
17933	An AI-powered lifelong health companion, seamlessly integrating medical information across providers and insurers to deliver personalized health guidance.	1	\$4,500.00
18056U	A software for mortgage brokers and realtors that would act as a CRM platform, VA and process flow manager.	0	\$3,000.00
17421MU	Developing a modular unmanned surface vessel robot, with state-of-the-art autonomous capabilities, that can be customized depending on the applications need.	2	\$8,725.00
17424	A sophisticated tool automating business plans, financial models, and forecasts.	1	\$3,200.00
17031U	Help more patients survive breast cancer and other types of cancers that are treated through surgical removal and radiation by helping their physicians provide the highest level of care and treatment.	7	\$2,362.50
12902Y	A drug formulation to help chronic kidney disease patients.	3	\$8,000.00
17900	Empower users with a reliable, easy-to-use tool for reliable, robust deepfake detection and content authentication with insightful explanations.	2	\$1,500.00

Uniq ID	Description	FTEs	Billed Support
18112	A financial wellness company offering research-backed, trauma-informed education that bridges financial literacy and emotional wellbeing.	1	\$550.00
17049	An educational neuroscience and behavioral design enterprise that creates AI-driven, tactile learning tools to enhance early literacy, social-emotional development, and executive functioning skills.	1	\$1,812.50
17157Y	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	2.5	\$7,350.00
17416U	Detects manipulated images, audio, and video, including deepfakes, propounding trust in the integrity of the markets where it is deployed.	3	\$11,475.00
17951	Creating a solution that will convert a static process flow diagram into a discrete event simulation model.	2	\$6,500.00
12109	A marketing company that offers software as a service to facilitate the exchange of ideas and products through relationships.	2	\$10,000.00
11335M	Method to evaluate the safety of an autonomous vehicle.	2	\$4,500.00
16813	An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	2	\$1,800.00
17763Y	A life science tools company developing novel reagents for molecular biology and molecular diagnostics.	5.5	\$5,000.00
17864	A comprehensive platform that offers end-to-end solutions for businesses seeking custom-branded merchandise and apparel. The platform addresses the complexities and inefficiencies often associated with sourcing, designing, producing, and distributing branded products.	2	\$1,800.00
18180	An AI-driven personal styling app designed to address a core need of feeling more confident in fashion decisions.	0	\$400.00
17323M	A solar-powered mobility platform designed to provide renewable energy and a 50-mile daily driving range.	1	\$1,700.00
14794U	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	1.2	\$525.00
Total (32 Companies)		60.2	\$116,425.00

Intern Matching Funds Program

The Ann Arbor SPARK internship program provides up to \$6,000 of matching funds to a qualified, growing company to support a three-month intern. This frees up additional funds for other purposes and provides a de-risked way to try out a potential permanent addition to the team - an opportunity that is invaluable during the pivotal period of initial hires. Often the talent is retained at the company after the matched period ends. Special consideration is given to applicants who are considering moving to Ann Arbor and Ypsilanti from another tech hub or have skillsets in high demand. While originally conceived as a summer program, it continues to meet the needs of startups year-round. Any amount invoiced or billed above the matching amount is paid by the client.

Uniq ID	Description	FTEs	Billed Support
17659M	Developing an optical structure integrated into a fiber, which itself can be interlaced directly into fabrics and apparel using standard textile manufacturing processes.	5	\$1,100.00
15410M	An “optimized fleet-as-a-service” to commercial fleet managers for multiple, specific purposes/uses.	2.5	\$1,300.00
11252MY	Advanced Battery models and algorithms for xEVs and Energy Storage	1	\$7,200.00
17949	A comprehensive platform that will integrate and replace hospital and nursing home referral and bed management systems to optimize patient discharges from the hospital to secondary sites of care (post-acute).	2	\$7,244.00
16985U	An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	3	\$1,175.00
17826	Uses AI to help apartment owners connect with renters and offer best in class pricing, resulting in more leases.	2	\$1,460.00
18143MU	Developing Trip Decision Engine featuring machine learning algorithms that predict travel ROI by analyzing CRM data patterns, historical conversion rates, and cost-benefit matrices.	2	\$9,720.00
Total (7 Companies)		17.5	\$29,199.00

Digital Engagement Clinic

Uniq ID	Description	FTEs	Billed Support
17894	The Digital Engagement Clinic at EMU (interns employed directly by the Clinic).	-	\$9,497.36
Total (1 Company)		-	\$9,497.36

Boot Camp

None this quarter.

SPARK Central Innovation Center

Lower Level

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

Virtual Clients

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

Third Floor

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

Fourth Floor

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

SPARK East Innovation Center

Virtual Clients

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

Seated Clients

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

Uniq ID	Description	Start Date	Desks	FTEs
SPARK Central Lower Level: Dedicated Desk (3 Companies)			5	10.5
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	11/17/2025	1	5
17522	A software solution to deploy development and test virtual infrastructure.	6/2/2025	1	2
13622	Creation of gaming software and merchandise for female audiences.	2/12/2025	3	3.5
SPARK Central Lower Level: Virtual Desk (96 Companies)			0	310.7
18318	An AI-powered operating system for organizational execution.	3/30/2026	-	2
18405U	Builds the infrastructure stack for personal AI.	3/30/2026	-	1

Uniq ID	Description	Start Date	Desks	FTEs
18161U	Creating a dynamic GenAI-powered platform for both patients and clinicians.	3/24/2026	-	4
18342	A care coordination and workflow platform for lung nodules and lung cancer.	3/16/2026	-	0
17382U	Creating a vitreous biopsy device.	3/9/2026	-	0
18360	A human-in-the-loop outbound sales platform that helps businesses generate qualified appointments and pipeline without scaling headcount or burning out SDRs.	3/1/2026	-	4
16611	Clinical research of peptide-based diagnostic for cancers of the human GI tract.	2/16/2026	-	1.5
18174	A web- and mobile-based, AI-powered platform that collapses the fractured workflow fix-and-flip investors face when buying single-family homes.	2/16/2026	-	1
18350	Developing a microfluidic blood collection cassette to provide critical biomarker extraction, stabilization, and room temperature storage at the point of collection.	2/15/2026	-	2
18336	A SaaS cybersecurity platform that automates the discovery and assessment of exposed digital assets on the dark web, maps those findings to regulatory compliance requirements, and prioritizes the highest-impact risks organizations face.	2/1/2026	-	1
18087MU	Developing a technology capable of mitigating car sickness by employing predictive algorithms that anticipate vehicle maneuvers and preemptively activating mechatronic systems to alert and/or modify the passenger posture before inertial events happen.	1/19/2026	-	6
18224M	Builds low-cost aerial decoys that create instant “barbed wire of the sky.”	1/7/2026	-	0
8774M	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	1/1/2026	-	15.5
6407	Home care assistant services for household duties to light non-medical personal care applicants.	1/1/2026	-	0
18279M	Developing an integrated Neighborhood Electric Vehicle (NEV) rental and charging ecosystem designed for short-distance urban mobility and sustainable energy optimization.	11/24/2025	-	0
18159	An emotionally driven, science-informed wellness technology that empowers women 35+ to take control of their health through a powerful, personalized visual experience.	9/22/2025	-	1
18176M	Developing an autonomous snow-clearing system.	9/19/2025	-	0
17522	A software solution to deploy development and test virtual infrastructure.	9/1/2025	-	2
18076MU	Makes connected and automated vehicle (CAV) data more accessible to traffic engineers. CAVs have the potential to enable proactive, dynamic, and responsive solutions by providing detailed travel path information.	8/25/2025	-	1
18109	AI-powered SaaS company that transforms engineering-grade 3D models into interactive, immersive experiences for sales, marketing, training, and support.	8/1/2025	-	1
16600M	A small rocket for small and cube sat launches and a rocket system that launches a payload into space without using chemical propulsion and only using renewables to power the system (non-nuclear).	7/1/2025	-	5
18095	A predictive subscription defense engine that empowers consumers to take control of recurring charges before they happen.	6/9/2025	-	5

Uniq ID	Description	Start Date	Desks	FTEs
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	6/1/2025	-	8
17860	Mobile app for children aged 2–5 uses AI-powered animated avatars and engaging videos. The app helps children develop communication skills and compassion through conversations.	5/7/2025	-	1
17831U	Developing an MR-based, interactive coding platform that transforms coding education into a hands-on, spatially engaging experience.	4/22/2025	-	3
17951	Creating a solution that will convert a static process flow diagram into a discrete event simulation model.	2/17/2025	-	2
17900	Empower users with a reliable, easy-to-use tool for reliable, robust deepfake detection and content authentication with insightful explanations.	2/3/2025	-	2
17817M	Design and development of optoelectronic devices. Addresses the need for low-cost, easily integrated vehicular wireless communications hardware for line-of-sight communications.	1/28/2025	-	1
17858	Creating a new kind of game series and development platform that supports non-clinical therapy. Leveraging a unique fusion of engaging, narrative video games with mental health tools personally designed and vetted by our team's therapists' real-world practices.	1/17/2025	-	2
17457U	Improves election security by offering a major innovation in the way test decks are chosen.	10/28/2024	-	3
15159	Helps healthcare companies know what germs are growing in their clinical environments.	10/26/2024	-	5.5
16657	Automating the Pacemaker and Implantable Cardiac Defibrillator (ICD) remote monitoring workflow.	10/15/2024	-	2
17712	A global, multi-lingual sales enablement platform that supports the healthcare continuum.	10/11/2024	-	3
17787	Lets sales people define arbitrary signals & triggers and then scans their prospect list to surface actionable intelligence related to those triggers.	10/1/2024	-	2
17667M	Developing a keychain which both allows the user to find their keys like a Tile or AirTag, and to communicate using instant messaging through a companion smartphone app with other users of the keychain.	9/9/2024	-	2
17603	Creating preventative telecom solutions to bolster network reliability and reduce associated costs.	8/14/2024	-	4
16542	Works with organizations to implement innovative, equitable, and sustainable climate solutions that make an impact.	8/9/2024	-	10
17533U	Solves the inconvenience, cost, and uncertainty associated with acquiring or making high quality molten salts for experimental and commercial uses by applying our decades of process expertise to produce and test salt of consistently high quality and provide it for the energy research community.	8/1/2024	-	1
17359	SaaS product that uses AI to generate interactive video.	7/11/2024	-	14
17629M	Develops new-age automotive technologies in the suspension & chassis segment tailored to the up and coming EV market.	7/10/2024	-	3
17542U	Developing a unique adsorbent for both PFOS and PFOA.	7/1/2024	-	1
7046	Electronics based metering and power line communication.	6/21/2024	-	1
17468	Developing a targeted anti-cancer drug designed to prevent, or significantly delay, metastasis in patients diagnosed with triple-negative breast cancer.	6/17/2024	-	2

Uniq ID	Description	Start Date	Desks	FTEs
17424	A sophisticated tool automating business plans, financial models, and forecasts.	6/15/2024	-	1
17494	Contractor portal for HVAC contractors.	6/4/2024	-	0
16587M	AI-Powered Video Analytics For Manufacturing Plants To improve operational efficiency	5/1/2024	-	3
17440	Develops carbon-sequestering technical applications to alleviate environmental stressors from various industries.	4/16/2024	-	4
12120	A population health infrastructure and registry tool that aggregates data from external sources to calculate physician and network performance against sets of clinical guidelines and facilitates.	4/1/2024	-	9
17434MU	An efficient autonomous mobility system.	3/1/2024	-	5
17403U	A health education program for patients who have chronic kidney disease and renal dietitians.	2/12/2024	-	1
17368M	Developing a patented driver alerting solution to reduce collisions between vehicles and nearby cyclists, motorcyclists, and scooters.	2/1/2024	-	2
17327	An Artificial Intelligence SaaS platform that empowers organizations to transform their business by providing easy to use but deep AI capabilities and an ecosystem.	1/15/2024	-	6
17323M	A solar-powered mobility platform designed to provide renewable energy and a 50-mile daily driving range.	1/8/2024	-	1
17353M	A comprehensive suite of solutions in the electric vehicle (EV) charging industry, consisting of Surge Plug and Surge Trip.	1/1/2024	-	2
16739U	Use of artificial Intelligence in the processing of endoscopy videos.	12/14/2023	-	3
585	Software development with biostatistics and spatial epidemiology.	11/30/2023	-	3
17291	A marketplace for holistic solutions.	11/13/2023	-	2
17296	Provides expertly-curated templates for agreements commonly-used by entrepreneurs, businesses and lawyers.	11/10/2023	-	2
11540MU	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	10/27/2023	-	3
17242	Chronic Illness Counseling, mental health services, clinical social work	9/7/2023	-	1
17172M	Providing structured finance solutions for the space industry through closed-end funds and developing quantitative analysis tools to determine valuations for space-asset debt transactions	8/9/2023	-	1
17173MU	A cloud-based software designed to mitigate cyber risks in the automotive industry's complex supply chains.	8/1/2023	-	0
17181	Providing real time values of CO2 build up within the patient and automated CO2 removal from patients as needed	8/1/2023	-	4
17031U	Help more patients survive breast cancer and other types of cancers that are treated through surgical removal and radiation by helping their physicians provide the highest level of care and treatment.	7/12/2023	-	7
16989U	A web-based, interactive platform to deliver implicit bias training.	6/1/2023	-	0
8419M	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	5/16/2023	-	4
7754U	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	5/16/2023	-	16
2203	Online furniture inventory management that allows targeted retailer interaction.	5/16/2023	-	3.5

Uniq ID	Description	Start Date	Desks	FTEs
8189M	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	5/16/2023	-	15
17008	Utilizing electronic leak detection devices and existing building materials to can give building owners the opportunity to extend the life cycle of their roof.	5/12/2023	-	1
15351	An innovative Operating Room Efficiency Platform that enables the healthcare system to reduce stress in the OR, total cost of treatment, and increase patient wellbeing while achieving optimal quality of care.	5/11/2023	-	2
15410M	An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	5/4/2023	-	2.5
11900M	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	5/1/2023	-	4
16928M	A cutting-edge all-in-one hydrogen station with AI/ML energy management system designed to make hydrogen refueling easy, smart, and convenient.	3/10/2023	-	2
16841M	AI tools to automate the creation of photorealistic, lightweight, intelligent and accurate 3D models for all residential areas of the world, for gaming, simulations, interactive media, digital twinning and metaverse.	2/6/2023	-	0
16733M	A Hub-to-Hub middle-mile highway driving - eliminates the need to hire more truck drivers while reducing operations' costs.	2/2/2023	-	4
16563U	Aims to develop novel and more effective therapeutics in the areas of cardiovascular, metabolic and infectious diseases.	2/1/2023	-	3
16562U	ASKO Holdings is the parent company with ASKO Therapeutics and ASKO Pharma as two entities under it.	2/1/2023	-	3
16547	Develops novel and more effective therapeutics in the areas of cardiovascular, metabolic, and infectious diseases.	2/1/2023	-	3
16464M	A unique electric vehicle thermal management system.	12/20/2022	-	2
8476	Coach startups, help perfect their investor pitches and connect entrepreneurs with investors.	12/5/2022	-	0
11918	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	11/1/2022	-	4
16656	Game development studio focused on creating a next generation, free-to-play, live service, social shooter.	8/16/2022	-	2
16154U	A urinary catheter extension for early UTI detection.	3/4/2022	-	2
16184	A means of improving oral care compliance in mechanically ventilated patients in order to reduce the real-world rates of ventilator associated pneumonia.	10/21/2021	-	3
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	9/1/2021	-	3
15255	Digitization of an existing professional internal auditing methodology.	5/27/2021	-	5
15179	Hum enables internet service providers to earn more revenue, automate service, and sell more bulk and resident choice deals in multi-dwelling units.	4/26/2021	-	7
14794U	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	3/18/2021	-	1.2
15090	Digital health and education company with a proven program to reduce weight and thus improve non-alcoholic fatty liver disease (NAFLD) for its members.	3/11/2021	-	4

Uniq ID	Description	Start Date	Desks	FTEs
11895M	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements, and collaborate with suppliers in a single platform.	2/16/2021	-	3.5
8769	Automated legal document generation software.	2/15/2021	-	1
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	10/21/2020	-	1
11951M	A computer vision platform tool that error-proofs manufacturing processes and tracks body posture and movement to give assembly operators real-time feedback.	10/19/2020	-	9
6407	Home care assistant services for household duties to light non-medical personal care applicants.	6/26/2020	-	0
12190	Makes control data easy and accessible to build predictive economic models.	5/19/2020	-	8
12070M	An automotive clean-tech company from Finland that designs, manufactures, and sells technology that enables the use of biofuel in gasoline and hybrid vehicles and other machinery.	5/1/2020	-	2
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/2017	-	4.5
SPARK Central Lower Level: Suite (1 Company)			3	1
16371M	Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	9/1/2023	3	1
SPARK Central Third Floor: Suite (1 Company)			6	7
8806	Turnkey passive home entry module.	10/1/2019	6	7
SPARK East: Designated Desk (1 Company)			1	2
8912Y	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	9/1/2023	1	2
SPARK East: Flex Desk (2 Companies)			3	33
7591Y	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	7/1/2025	2	25
8255Y	Communications software for business-to-business or business-to-consumer.	2/15/2021	1	8
SPARK East: Virtual Desk (30 Companies)			0	60
18319Y	Developing an AI-enabled regulatory analysis and testimony-generation platform for electric utilities.	2/2/2026	-	1
17889Y	A media business for Midwest startups, innovation & entrepreneurship.	2/1/2026	-	0
18248Y	A technology-first SaaS platform that empowers filmmakers to control how their projects are marketed, measured, and monetized.	12/29/2025	-	4
12929MY	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.	10/13/2025	-	1
15388Y	Mobile application designed for 1099 contract delivery personnel, giving them the ability to safely and responsibly share information about work performed.	6/23/2025	-	1
17930Y	Enhances the student experience in the USA by offering diverse options for both international and domestic students.	1/27/2025	-	1
11252MY	Advanced Battery models and algorithms for xEVs and Energy Storage	11/27/2024	-	1

Uniq ID	Description	Start Date	Desks	FTEs
17829MY	A smart self-powered automated perimeter security vehicle security system.	11/11/2024	-	1.5
16982Y	An adaptive, digital learning platform that engages students through culturally relevant content that caters to their interests.	10/7/2024	-	1
17655Y	A portfolio platform for the professional and technical workforce striving to bring more transparency and authenticity into the talent ecosystem.	8/19/2024	-	1
17649Y	A Wearable Heat Shield leg Wrap.	7/1/2024	-	1
17320Y	A mobile app that allows SMBs to manage recruitment on the go.	5/7/2024	-	1
17461Y	Helping Professionals operate at a higher level by combining MARKETING-SALES-OPERATIONS all into one operating system.	3/22/2024	-	1
11953Y	Test technology for color measurement in paint for quality control.	2/5/2024	-	1
17321Y	A mental health app that offers self-care tools and emotional data analysis, providing personalized mental health support and insights.	1/8/2024	-	1
17174Y	Remote job board	8/11/2023	-	1
12039YU	Analytics tool that generates synthetic big data sets for healthcare.	7/31/2023	-	0
17157Y	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	7/28/2023	-	2.5
12902Y	A drug formulation to help chronic kidney disease patients.	7/2/2023	-	3
17030Y	A collection of electronic games that, as part of the play experience, require the user to perform speech challenges to engage in speech therapy.	5/31/2023	-	3
16236MY	A technology company that provides mobility-as-a-service to individual, retail, and commercial customers in need of last mile delivery.	2/14/2023	-	4
16653Y	A mobile phone application that will serve as the first common platform for parents and families of individuals with cognitive and developmental disabilities.	9/12/2022	-	3
11606Y	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.	1/24/2022	-	2
15408Y	A portable document and photo scanner.	9/7/2021	-	1
6977YU	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	2/16/2021	-	7
8132Y	DNA and bioinformatics analysis and collaboration platform.	2/15/2021	-	4
11212Y	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2/12/2021	-	4
14226Y	Web application that tailors to companies in search of qualified technology-based suppliers.	9/18/2020	-	1
12929MY	A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto businesses to share their cars, passion, auto skills, or expertise with guests.	8/24/2020	-	1
11831Y	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/2019	-	4
3549Y	Disposable patient lifting system.	9/7/2010	-	3
SPARK East: Suite (1 Company)			7	8
1782MY	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	12/18/2025	7	8

Hosted Networking and Educational Events

This quarter's events are broken down by month in the following table. Please note that the fifth column in this table reflects the number of attendees who self-identified as entrepreneurs in an optional survey question.

Event Date	Event Name	Location	Attendees	# Ent.	Event Description
1.22.2026	Customer Discovery – The Secret to Startup Success (Part One)	Virtual	43	33	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Join us for this two-part workshop to learn the fundamentals.
1.29.2026	Customer Discovery – The Secret to Startup Success (Part Two)	Virtual	38	30	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Join us for this two-part workshop to learn the fundamentals.
1.29.2026	Ask the Investors Office Hours	In-Person, SPARK Central	4	4	Ask the Investors is focused on educating and guiding Michigan founders about early-stage investment. If you're a Michigan-based technology founder, this is your opportunity to ask individualized questions about how to raise funds.
1.29.2026	Ypsi 9th Hour: SPARK East	In-Person, SPARK East	83	54	Build your network at this low-key, low-pressure monthly event where you can meet your peers, share challenges and opportunities, and boost your career.
2.11.2026	A2 Mobility Tech Meetup From Prototyping to Product	SPARK Central	110	44	The A2 Mobility community convenes for February's A2 Mobility Tech Meetup – a panel and networking event exploring how early ideas become manufacturable, market-ready products. Hear insights from industry leaders, then stay for Q&A, light bites, drinks, and connections with fellow innovators.
2.11.2026	Venue Connect Visionary Voices with Dr. Vic Strecher	Venue by 4M	48	17	Join Venue Connect and Ann Arbor SPARK for an engaging conversation on finding purpose in an AI-driven economy, and how intentionality and well-being can help us thrive amid change.
2.17.2026	Cocoa and Coworking Drop-In Day	SPARK Central	8	4	Explore all things SPARK at SPARK Central Innovation Center! Learn about our new incubator desk space, connect with the Entrepreneurial Services team, and discover resources to help you grow your business.
2.19.2026	SPARK Lead Learning to Lead	Virtual	39	17	SPARK Lead is a virtual series for emerging leaders in the Ann Arbor area, offering practical strategies to build trust, inspire teams, and develop a personalized leadership roadmap.
2.24.2026	SPARK.ed Sales Essentials for Founders	Virtual	17	11	Learn the sales fundamentals every founder needs to win early customers, with practical tools and guidance that keep your startup moving forward long after class ends.

Event Date	Event Name	Location	Attendees	# Ent.	Event Description
2.26.2026	SPARK.ed Innovation Pays: Tap Into Federal & Michigan R&D Tax Credit Incentives	Virtual	19	11	Unlock tax savings through innovation! Join Ann Arbor SPARK and the team from Plante Moran to learn how federal and Michigan R&D tax credits, payroll tax offsets, and practical strategies can help maximize your company's tax benefits.
2.26.2026	Ask the Investors Office Hours	SPARK Central	4	4	Ask the Investors is focused on educating and guiding Michigan founders about early-stage investment. If you're a Michigan-based technology founder, this is your opportunity to ask individualized questions about how to raise funds.
3.12.2026	Ypsi 9th Hour: Back Office Studio	In-Person, Back Office Studio, Ypsi	102	68	Build your network at this low-key, low-pressure monthly event where you can meet your peers, share challenges and opportunities, and boost your career.
3.19.2026	SPARK Lead Emotional Intelligence	Virtual	29	10	Boost your leadership and team impact in this virtual workshop focused on emotional intelligence, self-awareness, and building high-performing, collaborative teams.
3.24.2026	SPARK.ed Value Proposition Design	Hybrid - Zoom + SCIC	31	24	Learn how to use the Value Proposition Canvas to craft messaging that resonates, solve real customer problems, and align your team on creating meaningful value.
3.26.2026	Customer Discovery – The Secret to Startup Success (Part One)	Virtual	33	28	Every successful entrepreneur knows that customer discovery is an essential first (and ongoing) step in creating a new product, service, or business. Join us for this two-part workshop to learn the fundamentals.
3.26.2026	Ask the Investors Office Hours	In-Person	1	1	Ask the Investors is focused on educating and guiding Michigan founders about early-stage investment. If you're a Michigan-based technology founder, this is your opportunity to ask individualized questions about how to raise funds.
Total (16 Events)			609	360	

Capital Raised

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

Uniq ID	Investor Organization Name	Total Amount
Venture Capital		\$74,345,000.00
17094	Techstars	\$220,000.00
17834U	Undisclosed	\$3,000,000.00
8132Y	Undisclosed	\$250,000.00
17354U	Undisclosed	\$250,000.00
16745U	Undisclosed	\$375,000.00
8761	LDV Partners, Decibel Partners, Greylock, GV, Intel Capital, Morgan Stanley Expansion Capital	\$70,000,000.00
8189M	Undisclosed	\$250,000.00
MEDC (PSF, PSF 2.0, FSF, FCF, etc.)		\$350,000.00
17834U	Ann Arbor SPARK	\$200,000.00
16745U	Ann Arbor SPARK	\$150,000.00
Corporate/University/Foundation		\$20,000.00
17440	Michigan Founders Fund	\$20,000.00

Software




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

1. **OfficeRND:** \$2,192.11– Meeting room and event space booking software
2. **SalesForce:** \$4,600.21 – CRM Software used to track client activity
3. **Getro:** \$8,400.00 – SPARK Job Portal back end
4. **SizeUp:** \$8,615.65 – Business intelligence software
5. **Gongwer News:** \$1,500.00 – News subscription
6. **DocuSign:** \$5,219.14 – eSignature software utilized for programmatic delivery
7. **LivePlan:** \$2,333.33 – Business modelling and planning software
8. **SurveyMonkey:** \$4,675.01 – Survey delivery and analytics software

Total: \$37,535.45

Marketing Performance Metrics | Q3

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	This Quarter	Vs. Last Quarter	Vs. Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	271,500	+46%	+65%
Video Views 	Video views on multiple platforms to reach wider audiences.	257,901	+28%	+139%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	4,057,549	-4%	+2%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	368,007	-2%	287%



Strategic Marketing and Communication Services

The newest addition to the SPARK services for our clients is strategic marketing and communication services. This is an in-house marketing strategy and service for our clients through the LDFA, dedicated to helping clients effectively reach their target audience. A few of the services offered through this expansion are strategy and planning, market targeting, support, and advice on the execution of specific tactics, and connecting clients to additional community resources. This quarter there was a total of 33 sessions with 17 companies; 3 of them were new marketing clients.

In 2025, SPARK partnered with Ltrice Marketing & Consulting to deliver targeted marketing and brand development support to entrepreneurs and small businesses across the Ann Arbor/Ypsilanti region. Ltrice provided hands-on, high-impact services to 56 businesses including full brand identity development, website design, social media content, pitch decks, and marketing strategy, helping early-stage companies establish credible, professional presences in competitive markets. Beyond individual client support, Ltrice also drove visibility for SPARK programs including the Entrepreneur Resource Studio, Small Business Support, and the A2Zero Green Business Challenge, producing success stories, advertising campaigns, and launch materials that amplified program reach and demonstrated real-world community impact.

ENTREPRENEUR SUPPORT

2025 HIGHLIGHTS

In 2025, we partnered with Ann Arbor SPARK to deliver hands-on marketing and brand support for growing businesses across the Ann Arbor/Ypsilanti area. From marketing consulting to foundational brand identity work to web and content deliverables, our team helped entrepreneurs strengthen how they show up, communicate, and scale.



2025 MOBILITY AND ADVANCED AUTOMOTIVE MARKETING

CONTENT UPDATES & DESIGN

For SPARK's 2025 Mobility and Advanced Automotive Report, we refreshed and enhanced the annual publication with updated content and design. We also created an event display for The Battery Show to spotlight SPARK businesses in the mobility sector, amplifying their visibility and reinforcing SPARK's leadership in Michigan's advanced automotive ecosystem.



SMALL BUSINESS SUPPORT

2025 MARKETING & VISIBILITY SUPPORT

In 2025, we supported Small Business Support through strategic marketing initiatives designed to strengthen visibility, improve consistency, and drive engagement across channels.

Key support areas included:

- Direct mail campaign support to increase awareness and reach targeted audiences
- Website updates including light copy refinement and visual improvements for a more modern, cohesive look
- Seasonal campaign creative including a Winter Ad Campaign
- MLive ad support to strengthen regional visibility and Promotion
- Social media support with content created for both SBS and partner organizations



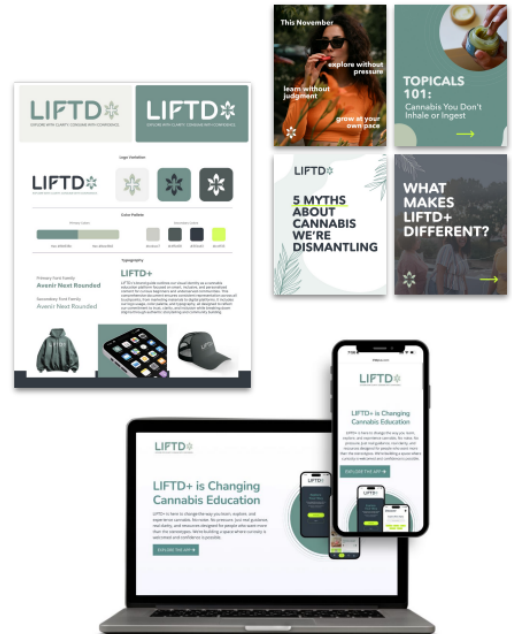
LIFTD+

FULL BRAND DEVELOPMENT + MARKETING SUPPORT

We partnered with LIFTD+ to build a complete brand foundation and support their growth through strategic marketing and visibility efforts.

What we provided:

- Full brand identity development (logo + brand guide)
- Brand assets to support consistent, professional rollout
- Landing page development to support awareness + conversion
- Ongoing marketing strategy guidance
- Month-over-month social media content creation
- Email marketing template



Uniq ID	Description	Sessions	New Co.
17946MU	Content development, other	1	
17922U	Content development, marketing resources and educational materials, other	2	
16833	Content development, strategic marketing session, other	2	
18235Y	Marketing resources and educational materials	1	
18336	Strategic marketing session	1	
18224MY	Strategic marketing session, content development, other	2	
18022	Marketing needs assessment	1	1
15288	Strategic marketing session	1	
17421MU	Content development, strategic marketing session	1	
17278Y	Content development, other	1	
7888	Strategic marketing session content development, other	3	
18061	Content development, marketing resources and educational materials, technical assistance, other	1	
16577	Content development	2	
17508U	Strategic marketing session		
Total (14 Companies)		19	1

Lenawee Now

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

Business Accelerator Intake [Phase I]

- 7 Total requests received
- 5 Requests non-tech
- 2 Referred to SBDC
- 2 Qualified leads referred to Lenawee Now

Company Created

- 1 Company 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

- 01/06/2026 - Lean Rocket Local program and grant implementation
- 03/26/2026 - AI Presentation in conjunction with SBDC Growth Team

Capital Raised

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

For the purpose of the Gateway Representative reporting LN has to include owner investment and portfolio company sales. This number for the 6-month period is \$101K in client investment

Methodology

Jobs Created: 1

Methodology

Initial Data Entry

A procedure was implemented in late 2008 requiring all entrepreneurs requesting assistance of Ann Arbor SPARK for Business Acceleration services, Incubator space or Boot Camp to fill out an online form which could be accessed through the SPARK website. Basic information including name, address, phone, email, and brief description of company are required. This information is automatically fed into Salesforce. An effort is made to connect with all inquiries within 48 hours. In an initial communication, additional data gathered by SPARK personnel determines if the entrepreneur meets minimum criteria to warrant further discussion and assistance. At that time, a better description is captured of the applicant's needs.

Retained FTEs

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

Current FTEs

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

Annual Survey

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

Jobs Created

New FTEs or "Jobs Created" are calculated by subtracting the retained jobs for the particular service we provided from the current job count, which gives us the added jobs since that particular engagement started. Quarterly report values are representative of job growth for all time served companies, as pulled by data given within the quarter. Annual report values are representative of job growth for companies served with the fiscal year, as pulled by data given within the year and the annual survey.

Capital Raised

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

Glossary

In an effort to reduce unnecessary complication, SPARK and the LDFA keep definitions of terms consistent with MEDC. Included for reference are applicable definitions provided by the MEDC:

Companies Served

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

Full-Time Equivalent

All W-2 employees and full-time workers compensated in equity. All part-time employees count as 0.5 FTE. Interns and independent contractors (1099) are not included in this definition.

Jobs Created

Number of jobs created by the companies that contractor served or are incubator clients. Does not include contract positions, only full-time equivalents.

Jobs Retained

Number of jobs retained by the companies that contractor served or are incubator clients. Does not include contract positions. Basically, includes the number of positions or employees at the companies that have been retained because of the funding from the incubator or because of the services that the incubator provided.

New Companies Created

Number of new companies created as a result of contractor's involvement. Companies can be defined as sole proprietorship, LLC, Corp, etc. Involvement can mean: 1) contractor provided services or funding to the company, 2) the company is located in contractor's incubator, 3) the company is a university spin-out, 4) contractor spoke with the newly formed company and provided them help with the next steps in building his/her company for example other resources, training classes, etc., or 5) contractor spoke with the CEO/CTO prior to the company formation. A company is only counted as 'new' if it is incorporated within the subsequent 12 months of the service provided.

Tech Company

A business in which research and development brings forth an innovative product or process. The innovation typically involves intellectual property that contributes to a strong competitive advantage in the marketplace and serves as a foundation for a high rate of growth.