

LDFA REPORT 2020 - 2021

ANN ARBOR/YPSILANTI SMARTZONE

Q4

179 COMPANIES
SERVED

120 JOBS
CREATED

10 COMPANIES
CREATED

\$5.16M FUNDS
RAISED
INVESTMENTS & GRANTS

\$403K
DIRECT SUPPORT

Ann Arbor SPARK Awards Startup Throdle \$25,000 Best of Boot Camp Prize

At the conclusion of its latest Entrepreneur Boot Camp, Ann Arbor SPARK awarded Throdle its \$25,000 Best of Boot Camp prize and ProjectSynergy, Inc. its \$10,000 runner-up prize. The winners were selected by an esteemed panel of experts, based on the business's investor pitch.

"This was a stand-out year for entrepreneurial activity in the Ann Arbor region in terms of volume and quality. Entrepreneur Boot Camp was oversubscribed again this cohort, and the participating companies were outstanding," said Bill Mayer, Ann Arbor SPARK vice president of entrepreneurial services.

"Through Entrepreneur Boot Camp, not only did I learn from my colleagues — 11 other like-minded startups all in different growth stages — but each week we heard from industry experts who taught us different lean startup principles as it related to their own entrepreneurial successes," said Nadine Lee, Throdle CEO. "As a result of spending eight weeks validating my business opportunity and completing the customer discovery process, my value proposition and investor pitch were greatly refined. One of the biggest benefits of the program was being introduced to critical connections within the Michigan angel and venture capital communities to ensure we have a pathway to success." [Read More](#)



How Mobility Innovation and Policies Benefit Public Health

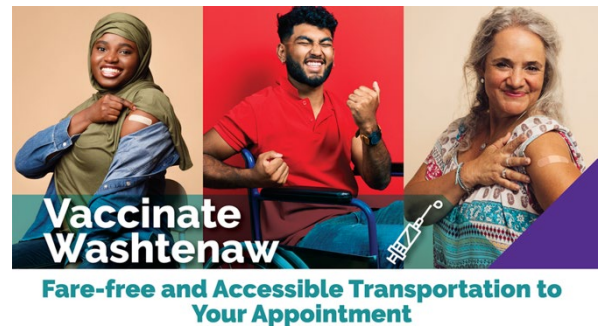
Even before COVID-19, policy makers and visionaries were exploring opportunities to apply mobility innovations to improve public health access. A report published in 2020 identified that in 2017, 5.8 million persons in the United States delayed medical care because they did not have transportation. The pandemic only heightened the need for providing better options for seniors, people with disabilities, and the rest of the community. Several Ann Arbor area companies are addressing these needs in a variety of ways.

One of Ann Arbor's tech companies helping provide safe transportation to and from COVID-19 vaccination appointments is Feonix – Mobility Rising. Feonix is the tech operator for the Vaccinate Washtenaw program. The program is funded through a grant from Ann Arbor Area Community Foundation.

Another way to improve access to healthcare has been by through investing more in telehealth services. Workit Health, another Ann Arbor-based company is a virtual provider of substance use disorder care. Workit Health recently raised \$12 million in its latest funding round led by FirstMark Capital and received the Entrepreneurial Services of the Year award at Ann Arbor SPARK's annual meeting.

Shadi Mere, founder of Bedestrian developed autonomous delivery robots that can improve efficiency around delivering medical supplies and pharmaceuticals in hospitals along with reduced burden on medical staff and enhanced patient experience. Bedestrian also enhanced its robots with UV disinfecting pods and improved insulation to ensure the robots wouldn't themselves become carriers of airborne infections.

These are just a few examples of the mobility companies in the Ann Arbor region that are improving public health. The reach of these services and innovations span from local to global and have a profound impact on the lives of individuals and communities. [Read More](#)



Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: April 1, 2021 – June 30, 2021



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
15179	Capital and tech-enabled platform that will aid tenants, help them preserve their capital, and win landlords more lease deals.
15113M	Electric bike manufacturer.
15181U	Artificial intelligence assisted software for real time colonoscopy video analysis that delivers an endoscopic Mayo score that is reliable and reproducible saving time and money to help deliver drugs to market, quicker.
15196	A children’s application aimed at fostering social and emotional intelligence to 3 to 7-year-olds in the U.S.
14731U	Measurement of charged particles present in the solar system.
15134U	An artificial intelligence tools that allow users to search videos.
12031MU	Multi-dimensional electromagnetic energy convertor (EMEC) that increases the power density of conventional solar modules.
12039U	Analytics tool that generates synthetic big data sets for healthcare.
15107	An application for peer-to-peer tool and equipment rentals.
15241	A platform that utilizes bio signals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.
Total (10 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	FTEs	Billed Support
11801	A machine learning algorithm based on parcel data, historical records, and other data sources to predict service line materials.	5	\$900.00
7938	Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	2.5	\$1,000.00
Total (2 Companies)		7.5	\$1,900.00

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

Company Description	Opportunity Description	FTEs	Billed Support
11105		4	\$771.00
Do-it-yourself financial planning in a digital platform.	Capital raise, channel partnership, and third-party integration documentation.	4	\$771.00
11120U		2	\$805.00
Cross-MBA trips for students from several universities before their MBA program begins.	Independent contractor agreement, service provider agreement, and terms of use; Privacy and Digital Millennium Copyright Act (DMCA) policy.	2	\$805.00
11350M		2	\$30,000.00
Autonomous last mile delivery trailer.	Engineering, fabrication, and computer-aided design simulation for B-1 Bot.	2	\$25,000.00
	Design and prototype the swappable battery wiring harness.	2	\$5,000.00
11353		1	\$2,720.00
Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	Quality control protocols and data visualizations.	1	\$640.00
	Quality control protocols and data visualizations.	1	\$1,280.00
	Quality control protocols and data visualizations.	1	\$800.00
11540MU		2	\$3,181.40
Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	Accounting setup and initial financial consulting.	2	\$1,012.50
	EIDL application, invoice training for new products/services, providing expertise for recording sales revenue, sales tax, and inventory, and advice on how to handle SBIR grants when awarded.	2	\$160.25
	EIDL application, invoice training for new products/services, providing expertise for recording sales revenue, sales tax, and inventory, and advice on how to handle SBIR grants when awarded.	2	\$978.65
	Accounting setup and initial financial consulting.	2	\$495.00
	Accounting setup and initial financial consulting.	2	\$535.00
11541M		2	\$720.00
SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	Legal work, shareholder agreement, and operating agreement.	2	\$720.00

Company Description	Opportunity Description	FTEs	Billed Support
11634M		5	\$5,100.00
Higher energy density battery that is non-flammable and costs less.	Website development with templates and logo.	5	\$5,100.00
11661M		3	\$3,700.00
Industry 4.0, smart inspection for manufacturing.	Website development with video and photo editing.	3	\$1,700.00
	Website development with video and photo editing.	3	\$2,000.00
11708U		1.5	\$780.00
An automation software company that has software algorithm that doubles the speed of 3-D printers via vibration compensation.	Consulting services to determine the best structure for investment.	1.5	\$780.00
11850		1	\$1,053.50
A cloud based robo-advisory platform for commodity hedging.	Advisor and option agreement negotiation, support for compliance, and negotiation of third-party contracts.	1	\$245.00
	Assist client with agreements with insurers to sell the product and/or strategic alliance agreements to the extent applicable to further build out the product and work toward obtaining regulatory approval.	1	\$643.50
	Advisor and option agreement negotiation, support for compliance, and negotiation of third-party contracts.	1	\$165.00
11944M		1.5	\$4,687.50
Application showing the most fuel-efficient and fastest route to a desired destination.	UX/UI design edits for application, graphics, and videos for advertising posts.	1.5	\$2,381.25
	UX/UI design edits for application, graphics, and videos for advertising posts.	1.5	\$1,650.00
	UX/UI design edits for application, graphics, and videos for advertising posts.	1.5	\$656.25
11978U		4.5	\$800.00
A data service company that provides analysis and forward-looking recommendations based on existing small restaurants' data through data-driven algorithms.	Financial consulting and set up accounting system.	4.5	\$800.00
11979		1	\$1,319.66
A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	Oversee intern chatbot development.	1	\$1,319.66
11986		1	\$2,000.00
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.	1	\$2,000.00

Company Description	Opportunity Description	FTEs	Billed Support
12031MU		0.5	\$744.00
Multi-dimensional electromagnetic energy convertor (EMEC) that increases the power density of conventional solar modules.	Formation and organization, advise on U-M patent option or licensing agreement, development of corporate agreements, and pre-seed investor financing agreements and securities compliance	0.5	\$744.00
12040		0.5	\$2,950.00
Performance disposable instrument used in cardiac bypass surgery.	Utility application.	0.5	\$2,950.00
12043		4	\$3,220.00
Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	Website design and creation, and marketing surveys.	4	\$3,220.00
12107U		0.5	\$1,575.00
Software and services for patient-specific cardiovascular simulation.	Logo design, and phase one of website design and development.	0.5	\$1,575.00
12128U		4	\$693.75
An artificial intelligence software platform that uses real-time in the catheterization lab to process conventional angiograms and automate a quantitative clinical assessment of coronary artery disease (CAD) patients.	Website update.	4	\$693.75
12129		2.5	\$900.00
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.	2.5	\$250.00
	Animated video creation and editing.	2.5	\$650.00
12840MU		2	\$1,250.00
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	\$1,250.00
12842M		4.5	\$7,800.00
Last mile robot delivery solutions.	New website development.	4.5	\$2,800.00
	Patent search, drafting, and editing.	4.5	\$5,000.00
12864		3	\$750.00
Desktop and mobile application for input and output of virtual ensemble performances.	Search engine optimization services.	3	\$750.00
12884Y		1	\$175.00
Eco-friendly prescription medication bottle manufacturing.	Preparation of provisional patent application.	1	\$175.00
12902		2	\$1,000.00
A drug formulation to help chronic kidney disease patients.	Patent search.	2	\$1,000.00

Company Description	Opportunity Description	FTEs	Billed Support
12903		2	\$16,723.75
A holistic financial platform tailored to couples for better expense sharing and payments.	Implement Dwolla to enable Automated Clearing House (ACH), allow users to automatically link with each other, and improve application security	2	\$5,100.00
	Additional product functionality and security.	2	\$8,087.75
	Implement plaid integration, iterating on user feedback for improvements to product, and back-end work for an auto-split feature.	2	\$841.50
	Additional product functionality and security.	2	\$2,694.50
12929MY		1	\$2,969.00
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, passion, auto skills, or expertise with guests.	Legal services: Formation documents, Terms of Service, investment support.	1	\$2,969.00
13621U		0.5	\$3,000.00
An augmented reality solution for the treatment of phobias and other anxiety disorders to provide clinicians with a broad spectrum of stimuli to perform exposure therapy regardless of location and physical resources.	Corporation formation and equity incentive plan.	0.5	\$3,000.00
13633		0.5	\$2,200.00
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.	Resolve forgotten password issue and export data to excel, and development and testing.	0.5	\$2,200.00
13686U		5	\$1,226.25
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.	5	\$330.00
	Employment agreement, independent contractor agreement, confidentiality, and non-disclosure agreement, create SaaS, licensing agreement, operating agreement, and draft consent form.	5	\$896.25
14242U		2	\$2,804.00
A cloud based computational teaching and learning platform.	Trademark package, assistance with a demand letter, and license copyrighted materials.	2	\$1,419.75
	Trademark package, assistance with a demand letter, and license copyrighted materials.	2	\$1,384.25
14267U		3	\$8,375.00
A bio-computational tool for cell conversion and differentiation more multiple applications and markets.	Website features and functionalities.	3	\$6,600.00
	Web page template designs and custom graphics.	3	\$1,190.00
	Web page template designs and custom graphics.	3	\$585.00

Company Description	Opportunity Description	FTEs	Billed Support
14668Y		2	\$1,110.00
Synthetic black braiding hair care that is comprised of low-quality plastics such as polyacrylamide and polyvinyl chloride (PVC).	QuickBooks setup, training, and processing. 2020, 1065 Partnership return.	2	\$485.00
	QuickBooks setup, training, and processing. 2020, 1065 Partnership return.	2	\$625.00
14687		1	\$2,325.00
A portable and effective tool to measure changes in reaction time and executive function for physicians.	Animation creation.	1	\$2,325.00
14689		2	\$4,750.00
A multi-functional microscope that reveals fundamental and structural material characteristics.	Trademark protection.	2	\$2,750.00
	Provisional patent application.	2	\$2,000.00
14691		5	\$12,375.00
A material innovation company supplying industrial hemp to the automotive plastics market.	Presentation collateral and market research.	5	\$1,000.00
	Agricultural testing and consulting services.	5	\$1,500.00
	Third party agricultural testing and consulting services.	5	\$4,875.00
	Develop content, materials, and showcases to aid in the process of raising capital and closing clients.	5	\$5,000.00
14698		2	\$3,200.00
A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience.	Contract with copyright holders of music.	2	\$3,200.00
14704		5	\$8,750.00
An artificial intelligence tool to develop traveler profiles for recommended trips.	Data collection tool design.	5	\$8,750.00
14712		2	\$6,000.00
Automatically adjusting the flow of oxygen to patients using a closed-loop system that delivers precisely the right amount of oxygen based on the patient's real-time bio-metric and activity data.	Establish whether a good predicate device exists for comparison.	2	\$6,000.00
14731U		1.5	\$2,803.90
Measurement of charged particles present in the solar system.	Company formation, negotiating U-M license, and independent contractors' agreement.	1.5	\$1,714.00
	Company formation, negotiating U-M license, and independent contractors' agreement.	1.5	\$612.90
	Company formation, negotiating U-M license, and independent contractors' agreement.	1.5	\$477.00
14747		3	\$8,217.50
A video game advertising agency that helps businesses and brand promote their products.	Tax preparation	3	\$175.00
	Preparing, illustrating, and animating content.	3	\$2,070.00
	License agreement to third party and NutritionFacts.org license agreement.	3	\$3,902.50
	Preparing, illustrating, and animating content.	3	\$2,070.00

Company Description	Opportunity Description	FTEs	Billed Support
14782U		2	\$1,482.00
Wastewater treatment process that is more energy efficient and a smaller footprint.	Patent nationalization in Australia and Europe.	2	\$1,482.00
14819U		0.5	\$500.00
A portable system for measuring human body shapes that enables accurate measurement of clothed people.	Accounting services.	0.5	\$500.00
15090		4	\$10,000.00
Digital health and education company with a proven program to reduce weight and thus improved Non-Alcoholic Fatty Liver (NAFLD) for its members.	Design and deploy dashboard, mobile app, websites, and payment gateway.	4	\$10,000.00
15113M		1	\$1,500.00
Electric bike manufacturer.	Business formation.	1	\$1,500.00
6828U		7	\$1,000.00
Software for the analysis of genetic data.	To develop a case study and a company incentive compensation plan.	7	\$1,000.00
7876U		4	\$1,992.00
Wearable graphene nanoelectronic alcohol sensor for real-time alcohol monitoring.	Assignee search and report for patents and applications assigned to nine competitor companies.	4	\$1,992.00
8457Y		3	\$2,500.00
A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	Web development.	3	\$2,500.00
8636Y		2	\$2,762.50
Guided meditation and respiratory biofeedback application.	Review and negotiation of contracts and trademark support.	2	\$2,762.50
8658		3	\$1,110.00
Builds and hosts complete, professionally designed, mobile-responsive websites.	Filming and editing video production.	3	\$1,110.00
14238		3	\$1,157.25
A platform for students and members for recruiting, events, and club information for student engagement.	Customer contracts and option agreements.	3	\$1,157.25
12109		2	\$3,000
A marketing company that offers Software as a Service to facilitate the exchange of ideas and products through relationships.	Social media calendar and content, social media listening, and social media management.	2	\$1,500
	Social media calendar and content, social media listening, and social media management.	2	\$1,500
Total (84 Companies)		123.5	\$192,528.96

Talent Programs

Entrepreneur-In-Residence Program

This quarter, 18 companies utilized the entrepreneur-in-residence program. This program is designed to attract and retain C-level individuals in the community by leveraging their talent and experience to add substantial value to client companies.

Uniq ID	Description	FTEs	Billed Support
11979	A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	1	\$5,800.00
11954	A platform using progressive web app technology to help pain sufferers navigate a variety of options to better manage pain through self-management and related resources.	4	\$5,000.00
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	4	\$5,000.00
11859	Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	2	\$2,000.00
11838	Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify and correct incorrect form at the point of contact.	2	\$3,850.00
8366	Physiological performance data analytics company.	2.5	\$400.00
14267	A bio-computational tool for cell conversion and differentiation more multiple applications and markets.	3	\$9,025.00
12036	An automated leasing and marketing for any property management firm to book more tours.	2	\$2,000.00
8132	DNA and bioinformatics analysis and collaboration platform.	3	\$3,575.00
12098	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	3	\$2,000.00
14242	A cloud based computational teaching and learning platform.	2	\$3,000.00
12109	A marketing company that offers software as a service to facilitate the exchange of ideas and products through relationships.	2	\$7,000.00
11708	An automation software company that has software algorithm that doubles the speed of 3-D printers via vibration compensation.	1.5	\$2,747.50
11541	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	2	\$22,275.00
7131	An education and evaluation application to reduce high diagnostic error rates.	2	\$3,000.00
11862	A mobile application delivering Cognitive Behavioral Therapy to the hands of the people who need it most.	4	\$887.50
11960	Background check for customers who use online services.	2.5	\$5,000.00
11850	A cloud based robo-advisory platform for commodity hedging.	1	\$4,000.00
Total (18 Companies)		43.5	\$86,560.00

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	FTEs	Billed Support
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	2	\$2,266.79
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	3	\$4,707.00
12036	An automated leasing and marketing for any property management firm to book more tours.	2	\$1,302.84
13622	Creation of gaming software and merchandise for female audiences.	3.5	\$3,436.34
11691	Focus on bringing the therapeutic benefits of nitric oxide to market.	11.5	\$6,000.00
11988	Scalable smart camera system that captures all objects in any sports scene, including players and officials from multiple points of view including 3-D motion.	1	\$3,990.00
11335	Method to evaluate the safety of an autonomous vehicle.	1	\$978.75
11708	An automation software company that has software algorithm that doubles the speed of 3-D printers via vibration compensation.	1.5	\$341.22
15090	Digital health and education company with a proven program to reduce weight and thus improved Non-Alcoholic Fatty Liver (NAFLD) for its members.	4	\$2,474.28
8189	Unmanned aerial vehicles (UAV) to detect methane at solid waste landfills.	8	\$1,300.00
Total (10 Companies)		37.5	\$26,797.22

Boot Camp

Uniq ID	Account Description	FTEs
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 delivers precisely 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

Uniq ID	Account Description	FTEs
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 Companies)		20.5

Digital Engagement Clinic

Uniq ID	Company Description	Billed Support
11998	2020 Digital Engagement Clinic internship	\$2,130.89
14816	2021 Digital Engagement Clinic internship	\$1,478.57
Total (2 Companies)		\$3,609.46

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	FTEs
SPARK Central - Lower Level Designated Desk				6	18
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.	5/1/21	7/31/22	1	4
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	2/1/21	1/31/22	1	1
11541	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	2/1/21	1/31/22	1	2
11701	Mobile application for autonomous vehicles and pedestrians to help avoid collisions.	1/26/21	7/25/21	1	6
12902	A drug formulation to help chronic kidney disease patients.	8/24/20	6/30/21	1	2
11865	Ad tech platform that makes local advertising faster, less expensive, and more accountable.	10/11/19	10/10/20	1	3
SPARK Central - Lower Level Flex Desk				4	21
12179	Allows enterprises to move data around with complex rules and engineers.	6/15/21	6/15/22	1	1
7336	Supply chain software.	10/1/20	4/30/21	1	10
11900	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	5/4/20	11/4/20	1	3
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	2/25/20	8/25/20	1	7
SPARK Central - Lower Level Virtual Desk				-	288.5
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	6/21/21	6/21/22	-	2.5
585	Software development with biostatistics and spatial epidemiology.	6/16/21	12/16/21	-	3
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	6/7/21	12/7/21	-	4
15241	A platform that utilizes bio signals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.	6/1/21	12/1/21	-	4.5
15255	Digitization of an existing professional internal auditing methodology.	5/27/21	11/27/21	-	2
15179	Capital and technology enabled platform that will aid tenants, help them preserve their capital, and win landlords more lease deals.	4/26/21	4/26/22	-	2
15159	Helps healthcare companies know what germs are growing in their clinical environments.	4/26/21	10/26/21	-	1
11324	Human behavior prediction using artificial intelligence.	4/9/21	10/9/21	-	3.5
15107	An application for peer-to-peer tool and equipment rentals.	4/9/21	4/9/22	-	2
6835	Combustion cycle and injection technology.	4/1/21	4/1/22	-	30

Uniq ID	Account Description	Start Date	Exit Date	Incubator Desks	FTEs
14829	Training tool for medical purposes.	4/1/21	10/1/21	-	1
14794	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	3/18/21	9/17/21	-	1
11966	Accurately putt using this golf putting aide technology.	2/24/21	8/24/21	-	2
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers.	2/17/21	8/17/21	-	1
12040	Performance disposable instrument used in cardiac bypass surgery.	2/16/21	8/16/21	-	0.5
11105	Do it yourself financial planning in a digital platform.	2/16/21	2/16/22	-	4
11895	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements, and collaborate with suppliers in a single platform.	2/16/21	8/16/21	-	2.5
12090	A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication.	2/16/21	8/16/21	-	1
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	2/16/21	2/16/24	-	2
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	2/16/21	2/16/22	-	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.	2/15/21	2/15/22	-	2.5
8323	System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	2/15/21	8/15/21	-	1
11540	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	2/15/21	8/15/21	-	2
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.	2/15/21	2/15/22	-	4
11850	A cloud based robo-advisory platform for commodity hedging.	2/15/21	2/15/22	-	1
7723	A research and consulting firm focused on transportation and sustainability.	2/15/21	2/15/22	-	1
8769	Automated legal document generation software.	2/15/21	2/15/22	-	1
8534	New chemical entity to treat Metabolic Syndrome and Type II diabetes.	2/10/21	2/9/22	-	1
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	10/21/20	4/20/21	-	4
7131	An education and evaluation application to reduce high diagnostic error rates.	10/20/20	4/19/21	-	2
14252	High definition maps for simulation.	10/20/20	4/19/21	-	25

Uniq ID	Account Description	Start Date	Exit Date	Incubator Desks	FTEs
11951	A computer vision platform tool that error-proofs manufacturing processes and tracks body posture and movement to give assembly operators real-time feedback.	10/19/20	4/18/21	-	7.5
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.	9/8/20	3/7/21	-	1
13680	A centralized portal for individuals to action their rights and view the locations in which personal data has been provided to companies.	8/27/20	2/26/21	-	6
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.	8/10/20	2/9/21	-	1
11806	Powerful diagnostic test for prostate cancer that measures levels T2:ERG & PCA3 in urine.	7/31/20	1/30/21	-	117
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	7/29/20	1/28/21	-	2
11373	Software development studio with a focus on digital games, entertainment, and tools.	7/29/20	1/28/21	-	1
12911	Works with organization's cross-functional leadership teams to translate existing (or enhanced) data, insights, and institutional knowledge into a readily actionable experience design strategy that unleashes new sources of revenue in both the near and longer term.	7/27/20	10/26/20	-	1
11807	A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	7/7/20	1/6/21	-	2
12842	Last mile robot delivery solutions.	7/1/20	12/31/20	-	4.5
12190	Makes control data easy and accessible to build predictive economic models.	5/19/20	11/18/20	-	1
12250	Subscription based charging solution for electric vehicles.	5/18/20	11/18/20	-	1
12070	An automotive clean-tech company from Finland that designs, manufactures, and sells technology that enables the use of biofuel in gasoline and hybrid vehicles and other machinery.	5/1/20	11/30/20	-	1
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	2/1/20	7/31/20	-	2.5
11918	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	11/7/19	5/6/20	-	4
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	5/23/19	11/23/19	-	2
7982	Drug discovery SaaS product.	1/1/19	6/30/19	-	5
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	3/1/18	2/14/21	-	4

Uniq ID	Account Description	Start Date	Exit Date	Incubator Desks	FTEs
8774	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	1/15/18	7/16/18	-	2
8609	Quotation Lifecycle Management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	10/1/17	3/31/18	-	2
8591	Compliance training SaaS platform, primarily focused on safety and security issues, workplace violence (WPV) prevention, and active shooter preparedness.	7/19/17	1/18/18	-	2
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	7/15/17	7/15/18	-	2
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	-	2
SPARK Central - Lower Level Suite				8	8
2203	Online furniture inventory management that allows targeted retailer interaction.	10/1/19	9/30/20	8	8
SPARK Central - 3rd Floor Suite				16	41
8797	Off-the-shelf machine learning applications.	2/15/21	2/15/22	10	31
8806	Turnkey passive home entry module.	10/1/19	9/30/21	6	10
SPARK Central - 4th Floor Designated Desk				6	19
8050	Employee engagement SaaS app.	7/22/20	1/21/21	4	12
4803	An intuitive integrated display that retrieves medical data.	7/15/20	1/14/21	1	6
11476	Postmodern enterprise resource planning (ERP), enabling businesses to run more efficiently and eliminate wasteful activities.	3/18/20	9/18/20	1	1
SPARK Central - 4th Floor Flex Desk				3	12
11635	A one-stop shop where customers can purchase all of their nightlife products in one place.	2/16/21	2/16/22	1	7
8419	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	11/4/20	5/3/21	2	5
SPARK Central - 4th Floor Virtual Desk				-	46.5
15196	A children's app aimed at fostering social and emotional intelligence to 3 to 7-year-olds in the U.S.	5/20/21	11/20/21	-	3
11960	Background check for customers who use online services.	4/12/21	10/12/21	-	2.5
15113	Electric bike manufacturer.	4/1/21	10/1/21	-	1
15090	Digital health and education company with a proven program to reduce weight and thus improved NAFLD for its members.	3/11/21	9/10/21	-	4
14731	Measurement of charged particles present in the solar system.	3/1/21	8/31/21	-	1.5
8543	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	1/22/21	7/21/21	-	4
14698	A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience.	1/11/21	7/10/21	-	2

Uniq ID	Account Description	Start Date	Exit Date	Incubator Desks	FTEs
14691	A material innovation company supplying industrial hemp to the automotive plastics market.	1/11/21	7/10/21	-	5
8189	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	1/1/21	6/30/21	-	8
11893	Developing a level 4 autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet.	12/1/20	5/31/21	-	2
11691	Focus on bringing the therapeutic benefits of nitric oxide to market.	11/6/20	5/5/21	-	11.5
14276	Clinical decision tool application streamlining doctor and patient decision making.	11/3/20	5/2/21	-	1
6407	Home care assistant services for household duties to light non-medical personal care applicants.	6/26/20	12/25/20	-	1
SPARK East - Designated Desk				1	2
8912	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	7/17/19	8/26/20	1	2
SPARK East - Flex Desk				5	17.5
7591	Talent consultants, human resource experts, and matchmakers focused on supporting Michigan companies and communities with their talent needs.	6/1/21	9/1/22	3	11
8636	Guided meditation and respiratory biofeedback application.	2/16/21	8/16/21	1	2
8255	Communications software for business-to-business or business-to-consumer.	2/15/21	2/15/22	1	4
12857	Matches technologists and organizations in need of technological assistance creating projects.	8/3/20	2/2/21	0	0.5
SPARK East - Virtual Desk				-	61.5
8457	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	3/23/21	3/23/22	-	3
11252	Two wheeled 'series hybrid' for developing markets.	2/18/21	2/18/22	-	1
7531	Lactation simulation model and a breastfeeding education application.	2/17/21	2/17/22	-	18.5
11880	In application music discovery competitions that reward listeners for competing and discovering new music.	2/16/21	2/16/22	-	0.5
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	2/16/21	2/16/22	-	5
11985	Self-contained, pre-engineered, and pre-configured, mobile solar nano grids with a variety of solutions inside the Nano grid.	2/15/21	2/15/22	-	5
14804	An automated software bot technologies company that develops artificial intelligence enabled software refactoring products.	2/15/21	8/14/21	-	2
8132	DNA and bioinformatics analysis and collaboration platform.	2/15/21	2/15/22	-	3
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2/12/21	8/11/21	-	2

Uniq ID	Account Description	Start Date	Exit Date	Incubator Desks	FTEs
14668	Synthetic black braiding hair care that is comprised of low-quality plastics such as polyacrylamide and polyvinyl chloride (PVC).	1/20/21	7/18/21	-	2
11953	Test technology for color measurement in paint for quality control.	1/1/21	6/30/21	-	1
14226	Web application that tailors to companies in search of qualified technology-based suppliers.	9/18/20	3/17/21	-	1
13624	An application that brings price transparency to the liquor industry.	8/24/20	2/23/21	-	2
12929	A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto businesses to share their cars, passion, auto skills, or expertise with guests.	8/24/20	2/23/21	-	1
12937	A self-sanitizing door handle by Ultra-Violet (UV) light.	8/18/20	12/31/20	-	3
12884	Eco-friendly prescription medication bottle manufacturing.	8/6/20	2/5/21	-	1
11967	Enhance the investment performance of institutional investors through the best execution of securities finance.	5/1/20	11/1/20	-	1
11831	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	11/1/19	10/31/20	-	1
8366	Physiological performance data analytics company.	10/10/19	1/9/20	-	2.5
11606	An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	5/1/19	11/1/19	-	3
3549	Disposable patient lifting system.	9/7/10	3/31/16	-	3
SPARK East - Suite				13	10
11661	Industry 4.0, smart inspection for manufacturing.	2/1/21	7/31/21	6	3
1782	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	3/15/19	3/15/24	7	7
Total (113 Companies)				62	545

Hosted Networking and Educational Events

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

Event Date	Event Name	Attendees	Event Description
4/8/21	Michigan Stem Forward Information Session	460	SPARK and the MEDC are launching Michigan STEM Forward, a statewide program that matches students pursuing a STEM-related profession attending Michigan colleges and universities with STEM-focused internship opportunities at the state's leading innovative companies.
4/13/21	Livingston County Economic Outlook	103	University of Michigan economists Gabriel Ehrlich and Donald Grimes answer questions such as where the economy is going, what the forecast is for employment through 2023, and what the economic impact of COVID-19 is.
4/14/21	Invest 2021: What Michigan Startups Need to Know About Raising Capital	58	SPARK and Bodman discuss how investment activity in Michigan is evolving by looking closely at Michigan's entrepreneurial investing trends.
4/15/21	MI STEM Forward Info. Session #2	93	SPARK and the MEDC are launching Michigan STEM Forward, a statewide program that matches students pursuing a STEM-related profession attending Michigan colleges and universities with STEM-focused internship opportunities at the state's leading innovative companies.
4/15/21	DEC Info. Session		Informational session about the Digital Engagement Clinic (DEC) hosted by EMU and Bud Gibson.
4/20/21	Michigan Celebrates Angels	169	Celebrating the success of Michigan Angel investors with Michigan startups and early-stage technology-based companies. Story/Panel Review: The History and Exit of Tetra Therapeutics as well as a keynote presentation by Irish Angels.
4/21/21	Engaging Remote Meetings: How to Stay Connected Through Virtual Work	10	Tips and tricks for running efficient, engaging, and productive remote meetings. Looking into a few quick tools to energize your team, foster team connection, and promote faster decision making.
4/21/21	SPARK.ed Metrics That All SaaS Companies Need to Understand	20	Discuss how SaaS CEOs should be interested in focusing on the precise metrics that will drive their ultimate value and holding the organization accountable for achieving those metrics.
4/27/21	The ABC's of SBIR/STTR	27	Join us for this webinar presented in partnership with SPARK and BBC Entrepreneurial Training and Consulting covering Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) program basics including program purpose, eligibility, and sources of funding.
4/29/21	Michigan Stem Forward Info. Session	70	SPARK and the MEDC are launching Michigan STEM Forward, a statewide program that matches students pursuing a STEM-related profession attending Michigan colleges and universities with STEM-focused internship opportunities at the state's leading innovative companies.
5/18/21	Ann Arbor SPARK's 2021 Annual Meeting	616	SPARK's 2021 Annual Meeting attended by business, government, and academic leaders from across the Ann Arbor region.
5/19/21	SPARK.ed From Founder to Successful Startup CEO	29	This class will discuss the evolution from founder to early-stage CEO, to growth CEO to help people understand the transition because the founder role and the CEO roles are different, and the CEO role evolves as the company matures.

Event Date	Event Name	Attendees	Event Description
5/24/21	Entrepreneur Boot Camp Celebration	46	Entrepreneur Boot Camp is an intensive program to help entrepreneurs of early stage, technology-driven companies quickly determine if they have a viable business opportunity and focus on crucial next steps.
5/25/21	A2Tech Mobility Meetup	44	Join us for a fascinating exploration of meteorological tech and its far-ranging implications for mobility industries.
5/27/21	Michigan STEM Forward Information Session	24	Have you heard about the Michigan STEM Forward program? Ann Arbor SPARK and the Michigan Economic SPARK and the MEDC are launching Michigan STEM Forward, a statewide program that matches students pursuing a STEM-related profession attending Michigan colleges and universities with STEM-focused internship opportunities at the state's leading innovative companies.
Total (15 Events)		1055	

Microloans

Number of loans currently outstanding:	9
Current total loan amount outstanding	\$422,108.55
Loan amounts repaid this fiscal year	\$36,000
Loans written off this fiscal year	\$89,230
Cumulative Jobs retained	113
Cumulative net Jobs created	110
Payment made back to LDFA this fiscal year	\$36,002.72
Current balance of the microloan account	\$10,000

Capital Raised

Capital transactions reported this quarter are more numerous than other quarters due to the inclusion of data captured by the annual survey. The following table lists transactions reported by companies previously served by LDFA funded programs:

Uniq ID	Investor Organization Name	Total Amount
Venture Capital		\$5,100,000
11738	Ubiquity Ventures	\$2,500,000
11985	Pax Momentum	\$50,000
12098	Arboretum Ventures, Narrow Gauge	\$2,550,000
SBIR/STTR		\$55,000
7531	National Institutes of Health (NIH)	\$55,000
Total (4 Companies)		\$5,155,000

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. DocuSign: \$4,979.04 -Document and signature management software to expedite operations.
3. eBook: \$1,500.00 -Designed for organizations trying to learn more about entrepreneurship, sales, marketing, product launch, competitive analysis, and other topics.

Integrated Marketing Plan



Marketing Performance Metrics | Q4

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 20 – 21, Q4	Compared to Last Quarter	Compared to Last Year
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	82,467	+ 41%	- 15%
Video Views 	Video views on multiple platforms to reach wider audiences.	124,036	- 32%	- 29%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	1,312,004	- 6%	+ 20%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	94,708	- 48%	+ 182%



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	Marketing Strategy Type	New Company	Sessions
11252	Strategic marketing session		1
11801	Marketing needs assessment	1	1
11859	Strategic marketing session and content review and edits		2
11862	Strategic marketing session and marketing resources and educational materials		3
12036	Marketing resources and educational materials and strategic marketing session		4
12098	Strategic marketing session		1
12929	Strategic marketing session, marketing resources and educational materials, and marketing referral		8
12937	Marketing referral		1
13622	Marketing resources and educational materials and strategic marketing session		3
14238	Marketing resources and educational materials		1
14668	Strategic marketing session and marketing referral		2
14698	Marketing needs assessment, marketing resources and educational materials, content development, and strategic marketing session	1	5
14712	Marketing needs assessment, strategic marketing session, and content development	1	4
14747	Strategic marketing session, content review and edits, and marketing resources and educational materials		3
14781	strategic marketing session		5
14814	Marketing needs assessment, marketing resources and educational materials, and strategic marketing session	1	4
15107	Marketing needs assessment and strategic marketing session	1	3
15135	Marketing needs assessment	1	1
15259	Marketing needs assessment, marketing resources and educational materials, and strategic marketing session	1	3
15264	Marketing needs assessment and marketing referral	1	2
6977	Content development, strategic marketing session, and content review and edits		15
7131	Content development		1
8457	Strategic marketing session		1
8636	Marketing resources and educational materials		1
8769	Strategic marketing session, marketing referral, content review and edits, and content development		10
Total (25 Companies)		8	85

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]

5 Total requests received

5 Requests non-tech

1 Qualified lead referred to Lenawee Now

Company Created

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

Company Description:

Li-ion battery cell assembly for large vehicle applications

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

None during this quarter.

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

None during this quarter.

Talent Programs

Lenawee Now does not have an official EIR program but utilizes the members of our LION fund to assess early-stage projects.

Lenawee Now does not have an Intern Matching Funds program.

Hosted Events

0 Events during this quarter

Capital Raised

Lenawee Now's portfolio companies did not raise any capital private capital this quarter. In order to meet this metric Lenawee Now uses sales. To date we have used the sales numbers for Vision Marine. They had sales of \$350K 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.