LDFA REPORT 2023 — 2024
ANN ARBOR/YPSILANTI SMARTZONE

ANNUAL REPORT

251 COMPANIES SERVED

155 JOBS CREATED

34 COMPANIES CREATED

$270 M FUNDS RAISED
INVESTMENTS & GRANTS

$1.28 M
DIRECT SUPPORT

Photo Credit: Oxford Companies

ANN ARBOR
SPARK

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

Ann Arbor-Ypsilanti Smart Zone
Local Development Finance Authority (LDFA)

Ann Arbor SPARK Annual Report: July 1, 2023 – June 30, 2024

Contract Period July 1, 2023 through June 30, 2024

(3.3) The Contractor shall provide a written Final Program Progress Report to the LDFA no later than sixty(60) days after the end of the Project Service Term. The Final Program Progress Report shall disclose: 1) a census of the annual and cumulative number of jobs (both gross and net) created within the Service Area (as defined in Attachment A) as of June 30, 2024 (with 'jobs created' defined as the incremental increase in the number of Full Time Equivalent employees (FTEs) beginning with the date a Business Accelerator proposal is signedor when a SPARK Central and/or SPARK East Incubator agreement is first executed, or when participation in a Boot Camp session occurs); 2) a census of the annual and cumulative number of jobs the previous five years related to Business Accelerator, SPARK Central Incubator, and Boot Camp attendees that have left the Service Area because of relocation, merger, acquisition, or business failure as of June 30, 2024; 3) a census of the number and identity of current and past clients the Contractor deems no longer eligible for LDFA funded services as of June 30, 2024; and 4) a census of the number and identity of clients for which information regarding job creation is no longer being collected as of June 30, 2024. The Contractor shall track companies for a period of five years through an annual survey and make efforts to achieve as high a participation rate as possible. The survey will not only include questions that update standard economic development data but also ask companies who leave the area why.

The information below has been reviewed and SPARK certifies that to the best of our knowledge and ability the information below is accurate. However, given the dynamic nature of the metrics being collected this value should be considered a best effort approximation and not an absolute result.

_____
Bill Mayer
Ann Arbor SPARK
SVP, Entrepreneurial Services

Annual Metrics

This year SPARK served 251 companies with a deliberate, customized combination of accelerator services, incubation, scholarship to the Boot Camp course, or involvement with the Digital Engagement Clinic (DEC). These companies reported the net addition of 155.3 (with a gross addition of 163.3) full-time equivalent employees (FTEs) from the onset of their engagements to the end of contract year. Currently, these companies employ 1,154.5 FTEs (see appendix E:1).

This year, SPARK supported the creation of 34 companies through assistance in business model development, management coaching, legal advice, and other critical startup services. SPARK has created strong companies that have the resources and viability to foster our future economy and sustain job growth.
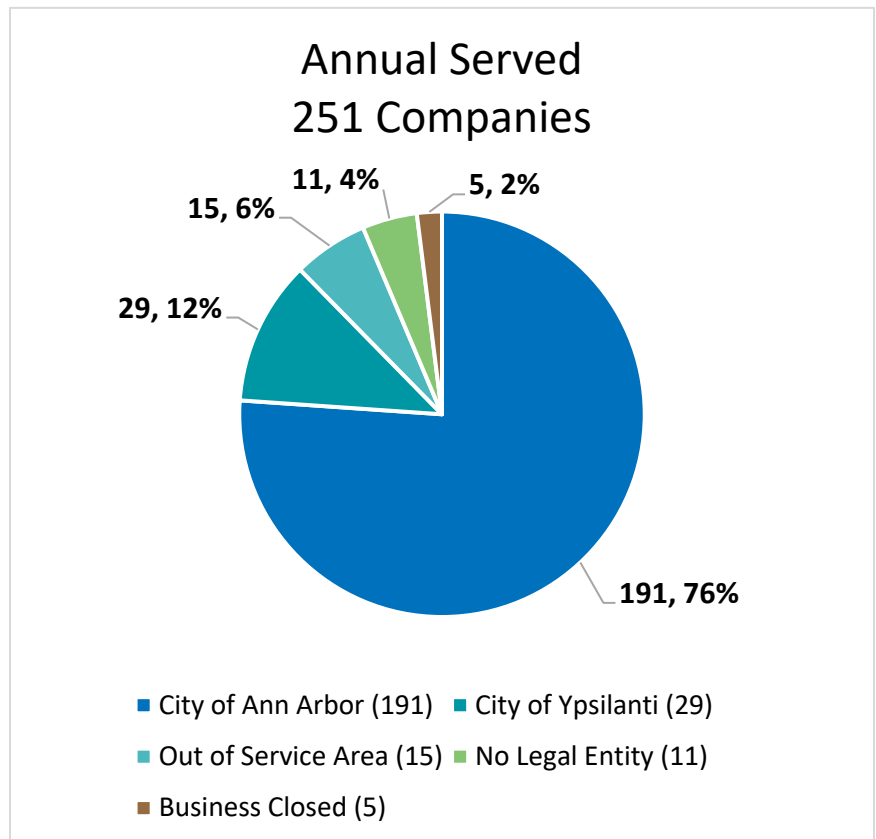
Companies Remaining in the Service Area

- 220 companies that worked with SPARK this year are still operating within the City of Ann Arbor or City of Ypsilanti.
- These companies reported an addition of 159.3 FTEs from the onset of their engagements to the end of the contract year.
- Ann Arbor and Ypsilanti companies SPARK has worked with over the fiscal year have gained, on average, 0.72 full-time equivalent employees.

Outside Service Area

Out of the 251 companies that have received LDFA-funded services this year, 15 companies representing 72 FTEs are currently located outside the service area.

- One company, with 2 FTEs, is a Boot Camp team that is initially from outside the City of Ann Arbor or City of Ypsilanti.
- Three companies, with 4 FTEs, are moving to the service area.
- Two companies, with 11 FTEs, have moved from the service area.
- Two companies, with 2 FTEs, are companies that have stated intentions to move to the service area.
- The remaining 7 companies, with 53 FTEs, are incubator clients who are registered outside of the service area.

Annual Served 251 Companies

11, 4%   5, 2%

15, 6%

29, 12%

191, 76%

- ■ City of Ann Arbor (191)   ■ City of Ypsilanti (29)
- ■ Out of Service Area (15)   ■ No Legal Entity (11)
- ■ Business Closed (5)

No Legal Entity

Eleven of the companies served this year have not attained legal formation or Michigan registration by the end of the contract year. Entrepreneurial teams at this stage are either focused on validating their business model, e.g. a Boot Camp team, or they are incubator clients that haven't registered their out-of-service area or out-of-state companies in Michigan.

Closed Businesses

Out of the 251 companies served this year, 5 have ceased operations, giving the 23-24 Fiscal Year a 98% survival rate. The termination of these companies represented a decrease of 8 FTEs, which has already been deducted from the previously stated annual net addition of 155.3 FTEs.

Reasons for Business Closed
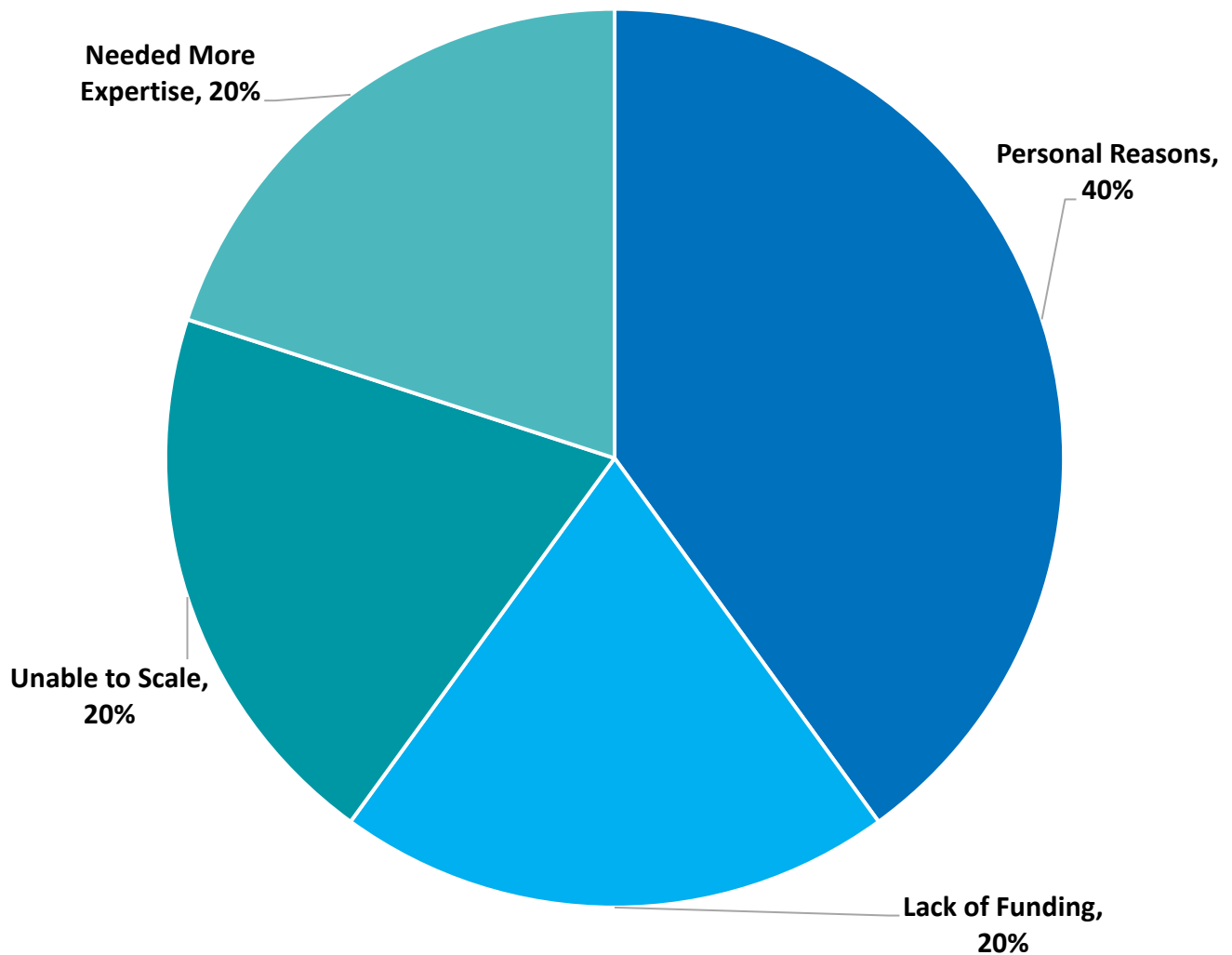
Cumulative Metrics

Cumulatively, in the last five years, SPARK provided services to 497 unique companies (see appendix E:2). The subset of these companies who either responded to our survey, or remained in contact with SPARK, reported a net increase of 515 (with a gross addition of 664) full-time equivalent employees from the onset of their engagements to the end of this contract year. Currently, these companies employ 1,931.5 FTEs.
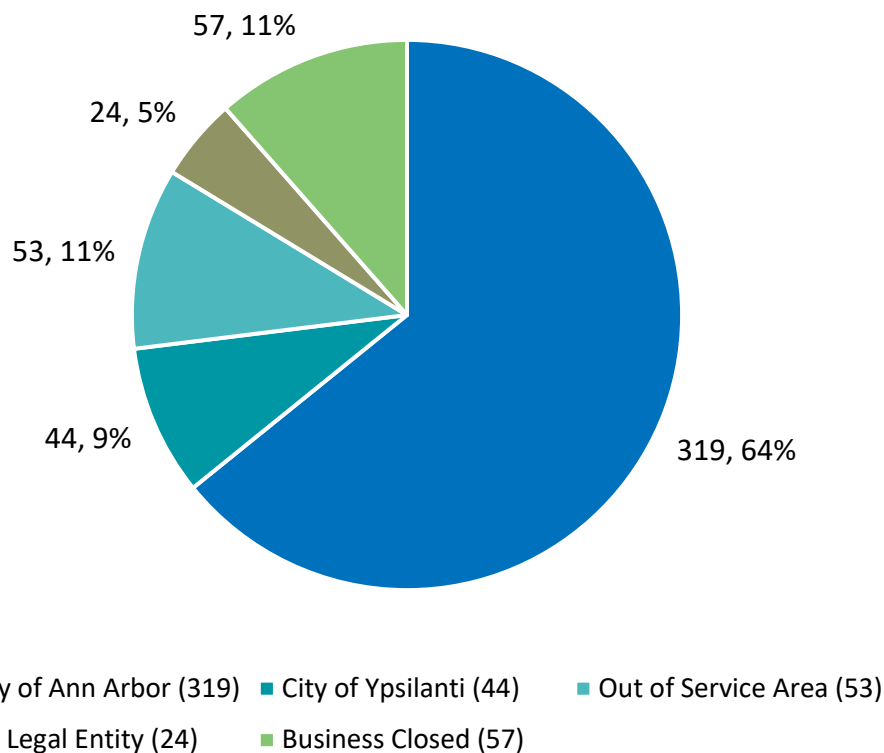
This report of jobs created is the net of reported gains and reductions in staffing for companies that received LDFA-funded services within the time period discussed below.

For the purposes of this report, 'cumulative' is defined as a five-year period including this fiscal year (2019-2024). The quality of our data diminishes sharply for companies served before this threshold due to the above-mentioned trend in survey responses; we lack sufficient data to accurately account for the success of our former clients as measured by employment.

Companies Remaining in the Service Area

- 363 that worked with SPARK over the past five years are still operating within the City of Ann Arbor or City of Ypsilanti.
- Currently these companies employ 1,551.5 FTEs.
- These companies reported a net addition of 600.75 FTEs from the onset of their engagements to the end of contract year.

Cumulative Served
497 Companies

Pie chart legend:
- City of Ann Arbor (319)
- City of Ypsilanti (44)
- Out of Service Area (53)
- No Legal Entity (24)
- Business Closed (57)

Chart data labels: 57, 11%; 24, 5%; 53, 11%; 44, 9%; 319, 64%

Outside Service Area

- 53 out of the 497 companies representing 337 FTEs that have received LDFA-funded services over the past five years are not currently registered within the service area.
  - Of the 53 companies, 85% of the companies (44 total) are still located within the state of Michigan, with 23% (12 total) still located within Washtenaw County.
- Two of the 53 companies have been acquired by companies outside the service area.
- Two companies are in the process of moving to the service area.
- Four are incubator clients or BootCamp teams that have stated intentions to move to the service area.
- Five companies are Boot Camp teams that are initially from outside the City of Ann Arbor or City of Ypsilanti.
- Twelve companies are operating inside the service area but have registered addresses outside the city limits.
- Six of the 53 companies are incubator clients that are registered outside the city limits.
- The remaining 22 companies have moved from the service area, 12 stated a reason on our annual survey.
  - Of the 22 companies, 91% of the companies (20 total) are still located within the state of Michigan, with 18% (4 total companies) still located within Washtenaw County.

Outside Service Area
53 Companies

Not Registered: 6, 11%
Moving: 2, 4%
Out of Service Area Initially: 4, 8%
Boot Camp Team from Outside Service Area: 5, 9%
Operating in Service Area, Registered Outside: 12, 23%
Relocated: 22, 42%
Acquisition: 2, 4%

Reason for Relocation

Personal Reasons, 3
Technology, 2
COVID, 3
Size/Price of Facilities, 5
Did not answer, 9
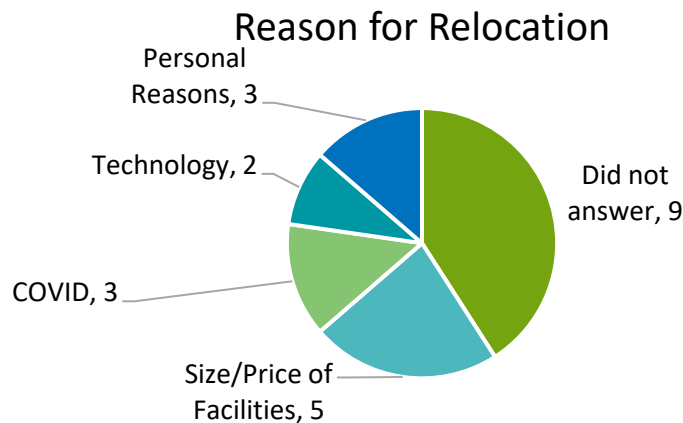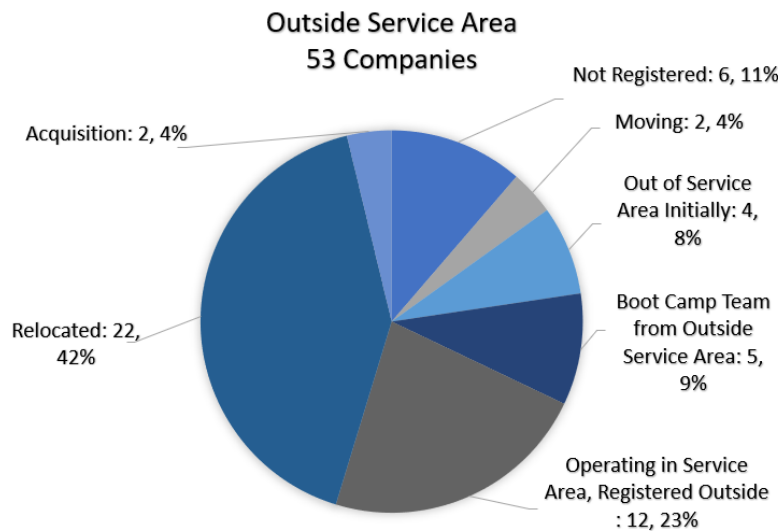
Note: Chart data set is composed of companies that answered a specific question on this year's survey.

No Legal Entity

Twenty-four of the companies served have not attained legal formation or Michigan registration by the time the contract year ended. Entrepreneurial teams at this stage are either focused on validating their business model, e.g. a Boot Camp team, or they are incubator clients that haven't registered their out-of-service area or out-of-state companies in Michigan.

Business Closed

Fifty-seven of the companies that received LDFA-funded services in the last five years have reported ceasing operations, for an 89% survival rate. It is challenging to accurately report the FTE count of these companies because they do not report their employment figures when they close. However, at the start of their last SPARK service, they accounted for 149.3 FTEs in total.

Geographical Distribution of Served Companies

These maps show the distribution of the 440 companies served in the last five years that are still in business.
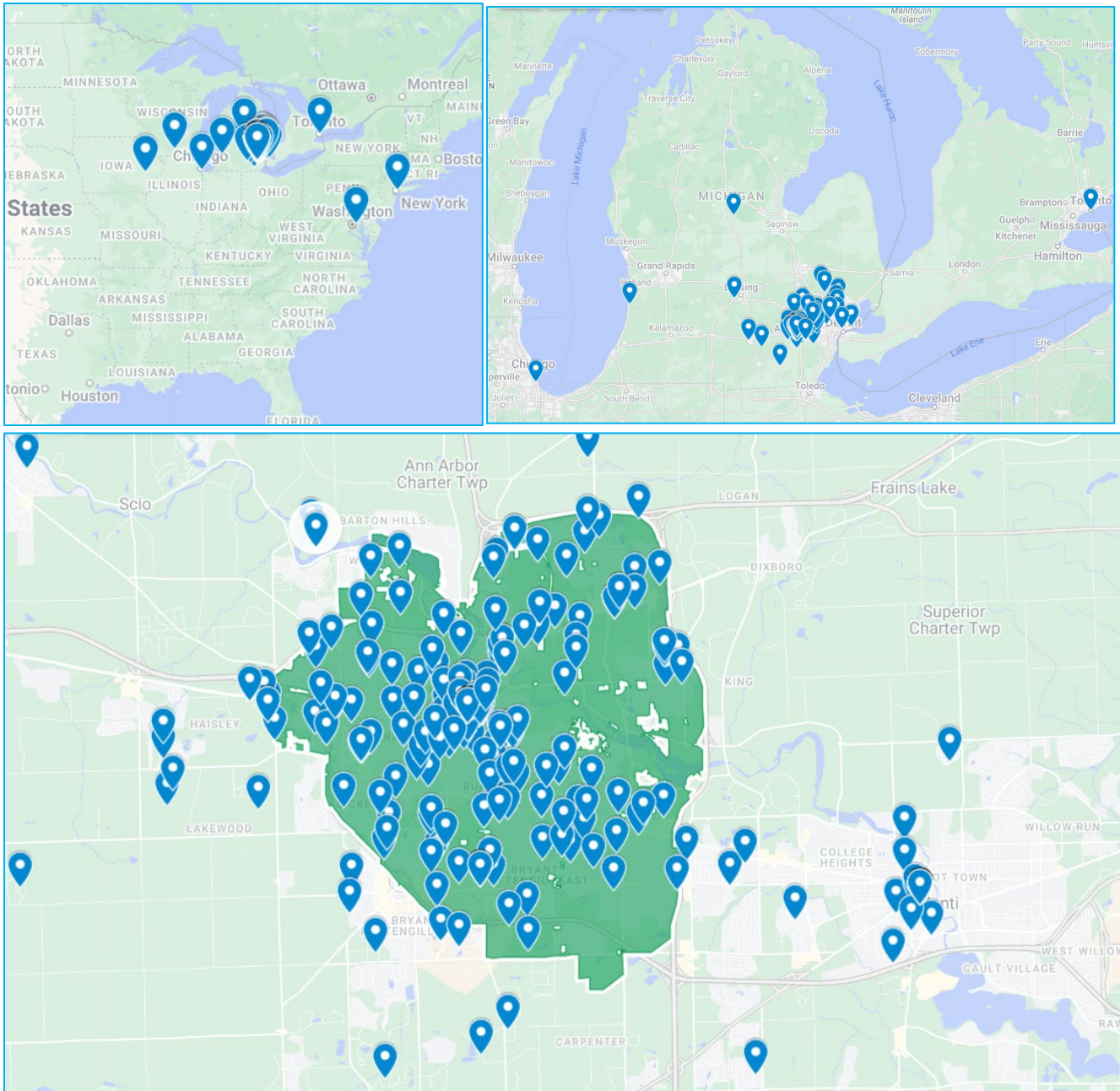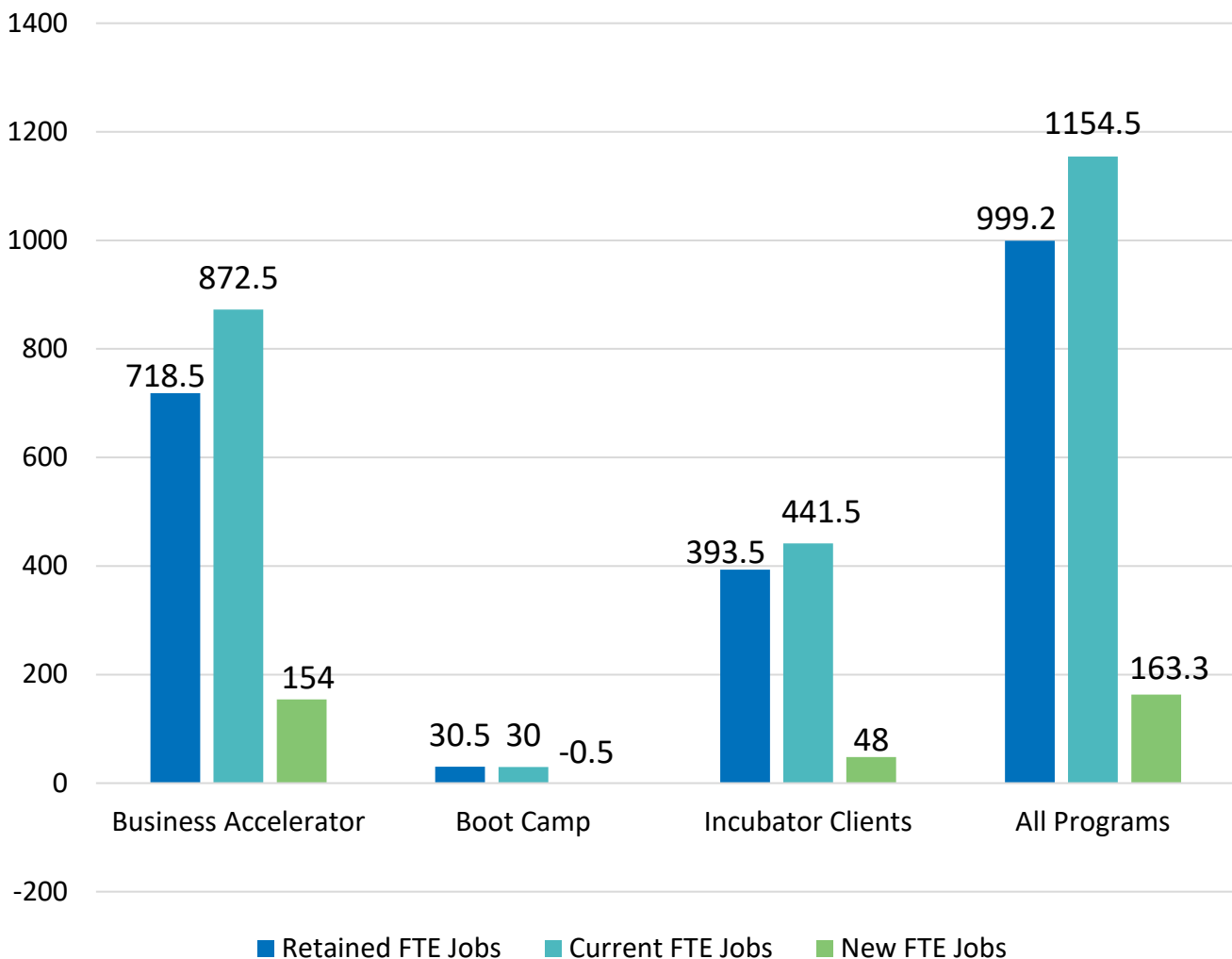
Jobs Created by LDFA Program

The tables in the appendices serve as a breakdown of services provided during the fiscal year, and the associated job creation reported by the individual clients of each program. Please note the following:

1. There is a substantial overlap of programs serving any given company. Many companies receive a variety of services from SPARK as they grow, and therefore they will appear on more than one appendix table. Likewise, their FTE figures will cause the total FTE counts on the below graph to be incommensurate with the sum of each program.
2. The 'new FTEs' listed in the below table do not represent the net total of jobs lost due to closed companies. As a result, the total below is 8 more than the 155.3 jobs created stated on page two.

We also asked companies about the number of independent contractors with whom they engage. Although this figure is not required to be reported by SPARK, we believe it reflects a more accurate economic impact by startup businesses. The 1099 contractors are not represented on the below graph, but they are listed on the tables in the appendices.

Jobs Created By Program

Bar chart titled "Jobs Created By Program" with categories Business Accelerator, Boot Camp, Incubator Clients, and All Programs. Series: Retained FTE Jobs, Current FTE Jobs, New FTE Jobs.

Program	Retained FTE Jobs	Current FTE Jobs	New FTE Jobs
Business Accelerator	718.5	872.5	154
Boot Camp	30.5	30	-0.5
Incubator Clients	393.5	441.5	48
All Programs	999.2	1154.5	163.3

Business Accelerator

The table in Appendix A lists the 175 companies that received Business Accelerator services this year. The table comprises business accelerator grants along with the Executive-in-Residence and internship programs. Out of the companies that had Business Accelerator engagements this year, 44% responded to the annual survey.

SPARK CAPITAL

Since 2007, Ann Arbor SPARK's investment branch, SPARK Capital, has been investing in Michigan-based, high-growth technology startups at the pre-seed and seed stages. With investments made in over 200 Michigan companies, SPARK Capital is one of the leading sources of startup funding in the state. SPARK has deployed over $32 million and counting, and has 67 active investments in companies like JustAir, Culturewell, SkySpecs, SecuritySnares, M3D and Insight Voice. Exits include well-known companies like Banza, CertifID, DryvIQ and more. About 56% of the founders that receive these investments come from diverse or underrepresented backgrounds.

"We've been fortunate to invest in some amazing companies and teams over the years at SPARK, many of which have gone on to great success, and which have raised well over $1B in subsequent funding from angels and VCs," says Mike Flanagan, Vice President of Capital Programs at Ann Arbor SPARK.

The SPARK Capital team serves as a crucial springboard for promising SPARK clients who have outgrown LDFA services. The MEDC's $5 million allocation to SPARK in late 2023 through the Michigan Innovate Capital Fund has further catalyzed SPARK Capital's ability to support technological innovation in Michigan.

Boot Camp

The table in Appendix B lists the 17 teams that attended Boot Camp this fiscal year. The 2023 Summer Boot Camp was held June 14th -August 2nd and the winter Boot Camp session was held January 16th – February 27th. The 2024 Summer Boot Camp is being held July 30th – September 10th. We have chosen not to report on the 2024 Summer session due to its limited overlap with the reporting period. Two Boot Camp teams received Business Accelerator services by June 30. Of all Boot Camp teams, three teams were affiliated with the University of Michigan. In all, 16 teams received an LDFA-funded scholarship to attend Boot Camp. This year's annual survey had 12 teams respond amongst all Boot Camp teams.

New Eagle, a leader in embedded software solutions and electronic control units, recently announced its relocation to a larger headquarters near downtown Ann Arbor and its expansion in the Asia-Pacific region with new offices in Hyderabad, India, and Ho Chi Minh City, Vietnam. The new campus at 5220 South State Road consolidates New Eagle's current Ann Arbor locations under one roof and serves as the company's global headquarters. The 60,000-square-foot facility features a fully equipped, state-of-the-art Vehicle Integration Center, hardware and software labs, a distribution center and warehouse, and an open floorplan that fosters a collaborative work environment. New Eagle exemplifies how a Michigan-based company can tap into global markets while keeping the majority of its workforce within the state.

Ann Arbor SPARK has been fortunate to contribute to New Eagle's growth since their founding, both as a client through our Entrepreneurial Services team and through business development support as they have scaled. The Entrepreneurial Services team has provided crucial Business Accelerator grants, facilitated investments, and instructed the company's founding team through SPARK's boot camp program. SPARK's Business Development team assisted in integrating New Eagle into the Ann Arbor community, providing support regarding building needs and other pertinent aspects.

Incubator Clients

The table in Appendix C lists the 127 companies that are or were incubator clients this year in the SPARK Central Innovation Center or SPARK East Innovation Center. Of this year's clients, 40% responded to the annual survey.

Inc. announced that InfoReady has secured a spot on the renowned 2024 Inc. 5000 list for the 5th time. This annual compilation celebrates the remarkable accomplishments of the fastest-growing private enterprises across America. InfoReady's market share of prominent higher education institutions is as impressive as its growth:

- 75% of Ivy League schools

- 65% of the largest research universities in the United States (Carnegie classification R1)

- 64% of America's major Power Conference universities

- 20 of the top 30 national universities as ranked by U.S. News & World Report

The InfoReady platform seamlessly streamlines a diverse range of selection and approval procedures and has become the decision platform of choice at most major colleges and universities. Ann Arbor SPARK has significantly contributed to InfoReady's success by connecting the company with skilled interns, enhancing their workforce. As a repeat winner of SPARK's FastTrack Award, InfoReady has demonstrated consistent growth, supported by SPARK's provision of sales and go-to-market assistance. Additionally, SPARK has facilitated access to grants, further fueling InfoReady's innovation and expansion.

Digital Summer Clinic

Twenty-four local startups received a digital marketing boost through a collaborative program between Ann Arbor SPARK and Eastern Michigan University's Center for Digital Engagement over the summer of 2024. The Digital Summer Clinic (DSC) matched 49 undergraduates and recent graduate interns with Ann Arbor SPARK clients to accelerate the startups' digital marketing efforts. 49 students were accepted into the program with majors including UX, graphic design, digital media production, computer science, journalism, and data science. The startups received hands-on digital marketing, and clinic interns received valuable work experience that built their resumes.

Interns worked in teams of two for companies housed in Ann Arbor SPARK's high-tech incubators. Example projects include: social media content production, marketing, data analysis, SEO and project management. The internships were held for 10 hours per week and ran from mid-June through mid-August culminating in a graduation ceremony where students were awarded a Digital Media Certificate. For the students to gain their CDE/SPARK Digital Media Certificate, they must complete the 90-hour internship with their assigned local startup, attend weekly panel discussions, and get certified in Google Analytics.

One of the main reasons Ann Arbor SPARK and the Center for Digital Engagement continue to grow the summer clinic is to watch students gain insight and experience for jobs in the Ann Arbor area. Local employers find the interns' newly acquired skills and demonstrated proficiency especially valuable as evidenced by the rate at which the interns are hired post-graduation.

Five Year Look Back of the DSC Program

Year	Interns who completed the program	Companies hosting the internships
2020	48	24
2021	48	24
2022	43	23
2023	44	24
2024	49	24

■ Interns who completed the program   ■ Companies hosting the internships
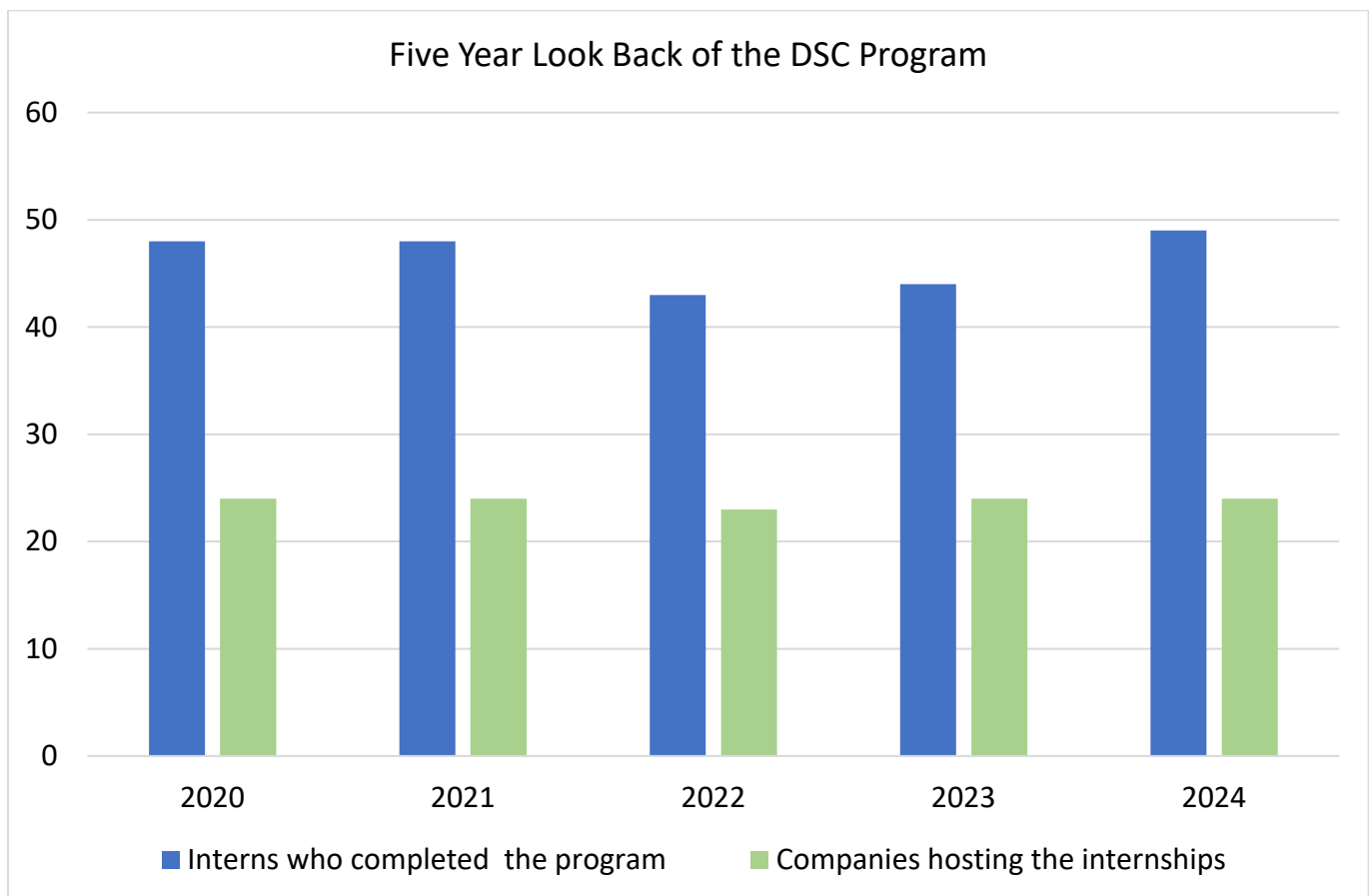
Mobility

Mobility is a driving industry in the Ann Arbor region, with 250 mobility companies of varying sizes located in Washtenaw County. In this last fiscal year, Ann Arbor awarded Business Accelerator services totaling $57,499.26 to 13 mobility companies that employ 39 FTEs in Michigan. SPARK mobility clients raised $143M during this fiscal year; more than half of the total amount all SPARK clients raised in aggregate.

Company Successes

- Capital Raised: Some examples include May Mobility raised $109MM in November 2023, Voxel51 raised $30MM in May 2024, and ADASTEC raised $1.0MM in March 2024.
- 10 mobility companies chose to establish their U.S. headquarters in Ann Arbor.
- Khenda chose to move their global headquarters from Turkey to Ann Arbor.
- Fark Labs opened a U.S. office in Ann Arbor, strengthening an international pipeline for Turkish startups to expand in Ann Arbor.

Additional Projects and Collaborations

The Mobility Team's continuous efforts to strengthen cooperation and coordination with partner organizations for projects and help startups better leverage existing opportunities.
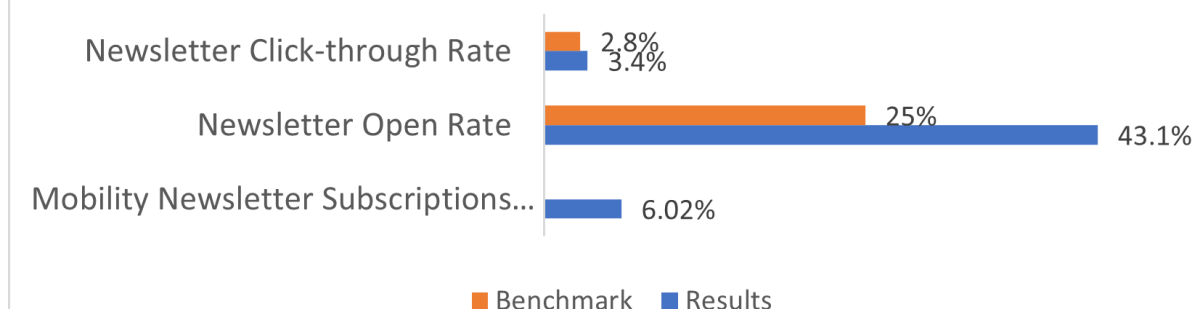
- Collaborating with MICHauto and the Center for Automotive Research to pass partner benefits, access to research, networking, and other opportunities to Ann Arbor startups.
- Participating in the Michigan Cities Working Group organized by the Office of Future Mobility and Electrification (OFME) brings together leaders from Ann Arbor, Detroit, Lansing, Grand Rapids and Traverse City.
- Partnering with the City of Ann Arbor's Office of Sustainability and Innovations to launch and promote the Green Business Challenge.
- Designated grant proposal reviewer for MEDC's OFME Michigan Mobility Funding Platform.
- Engaging with leadership for the Global Automotive Mobility Innovation Challenge to ensure the opportunity is marketed to local startups.

Growing Engagement & Outreach

Over the course of the 2023-2024 fiscal year, the mobility team saw consistent growth in engagement and outreach through its monthly newsletter and quarterly mobility meetups held at SPARK's Central Innovation Center. Mobility meetup topics included how to engage expert entrepreneurs to grow your business, showcasing Michigan Mobility Month September 2023, cybersecurity, and micromobility.

The mobility team revamped the monthly newsletter which has been very successful. Engagement and click rates are higher than average newsletter performance.

Mobility Newsletter Engagement

Metric	Benchmark	Results
Newsletter Click-through Rate	2.8%	3.4%
Newsletter Open Rate	25%	43.1%
Mobility Newsletter Subscriptions…		6.02%

■ Benchmark ■ Results

Growing and Sharing Talent

Ann Arbor SPARK has been pleased to offer a regional, mobility-specific Entrepreneur-in-Residence (EIR) program for companies and experienced talent in southeast Michigan. The program aims to retain executive-level talent within the ecosystem by embedding them with early-stage mobility companies to help achieve specific milestones. The program is funded through a partnership with the Global Epicenter for Mobility initiative.

- To date, SPARK has had 7 client companies approved for over $110,000 in funding through this program and looks forward to continuing this impactful work.
- SPARK client BuyMySpot engaged with an Entrepreneur-in-Residence over the course of 2024. With this talent assistance, BuyMySpot was approved for a $30,000 LDFA Business Accelerator Grant in April 2024.
- With the assistance of the new resume database tool to SPARK's existing job board, 26 interns were placed with 12 mobility companies. These placements reflect $52,000 awarded through the Digital Summer Clinic and SPARK's internship program. Both are LDFA-funded.

A2Tech360

Three mobility events were organized as part of a2Tech360 2023:

- **Mobility Summit:** The in-person event engaged 31 speakers from around the country and had 184 registered attendees.
- **Tech Trek:** This year we welcomed 58 companies and 1,621 total registrants to SPARK's annual Tech Trek street fair, celebrating innovation in Ann Arbor. Out of the 58 companies that participated, 17 were mobility companies.
- **Invest360:** Five Michigan mobility startup companies went head-to-head under the Invest360 Mobility category, 3 of the companies were SPARK clients from Ann Arbor.

- **South by Southwest (SXSW):** Ann Arbor SPARK co-sponsored Michigan Day at Midwest House to showcase the innovation and R&D ecosystem of the Ann Arbor region to a national and international audience, highlighting our region's strengths in areas such as mobility, life sciences, and technology. SPARK was able to pitch Ann Arbor as a place to locate a business and take advantage of a deep well of talent in front of a globally diverse audience. The Green Business Challenge announcement by Missy Stults, City of Ann Arbor Sustainability and Innovations Director, was a seminal moment, spotlighting Ann Arbor's dedication to crafting a sustainable business landscape.

- **North American International Auto Show (NAIAS):** SPARK hosted 4 mobility companies representing regional electric, autonomous, and connected vehicle innovation as part of AutoMobili-D, presented by the Michigan Economic Development Corporation (MEDC) and the Michigan Office of Future Mobility and Electrification.

- **Consumer Electronics Show (CES):** SPARK's Director of Mobility Programs, Sarah Cicotte, attended CES and commented that mobility was undeniably the star of the show. Michigan Economic Development Corporation hosted a matchmaking event and reception that allowed Ann Arbor and other Michigan-based startups to participate. It was a fun evening that enabled great conversations between engineers, investors, potential customers, and collaborators.

Strategic Marketing and Communication Services

The newest addition to the SPARK services, which started in August 2019, is SPARK's 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. The services offered through this expansion are marketing needs assessment, marketing referral, marketing resources and educational materials, strategic marketing session, internal account collaboration, content review and edits, and content development. This year there was a total of 157 sessions amongst 63 companies expressed through the data in Appendix D.

A2Tech360

Ann Arbor SPARK's popular annual a2Tech360 programming will return this year, September 20 - 27, 2024. An Ann Arbor SPARK initiative, supported by LDFA, a2Tech360 promotes the Ann Arbor region as an area of innovation. Offering a week of tech-related events, a2Tech360 creates connections between entrepreneurs, researchers, investors, businesses, educational institutions, nonprofits, job seekers, and the general public to generate discussion, ideas, and new opportunities.

a2Tech360 originated in 2018 as an extension of its Ann Arbor SPARK's Tech Trek event, as a way to deliver broader programming to spotlight the region's innovative people and businesses. This year's a2Tech360 is comprised of 18 events throughout the Ann Arbor area. Below is a list of the most popular events.

Tech Trek, one of the most anticipated events in the Ann Arbor tech scene, returns on Friday, September 27, as part of Ann Arbor SPARK's a2Tech360 event series. This year, the power used by Tech Trek participating companies will be 100 percent electric, provided by Navitas Systems LLC, a move that aligns with Ann Arbor SPARK's collaboration with the City of Ann Arbor Office of Sustainability and Innovations on the Green Business Challenge. Also new to Tech Trek this year is the inclusion of food vendors from Washtenaw Community College's Entrepreneurship Center Start-Up Incubator Program.

In addition to touring the 60 companies showcasing on Liberty Street, attendees can explore stops at several key tech hubs, including Censys, Menlo Innovations, Surge Mobility, Cahoots, SkySpecs, and Bamboo. These stops offer an inside look at some of the region's most exciting tech spaces, allowing participants to see firsthand where cutting-edge ideas are developed, play games, and meet innovators.

Invest360 Investor Showcase – Friday, September 20th
Invest360 showcases a curated group of companies to Michigan's investor community. The companies compete for $50,000 in one of three categories: information technology, mobility, and healthcare. The three winning companies will then pitch again for a chance to receive the People's Choice award an additional $50,000.

FastTrack Awards - Friday, September 20th

The annual FastTrack Awards honors fast-growing 'gazelle' companies headquartered in Washtenaw and Livingston counties. Celebrate their success with us! "Gazelles" are defined as high-growth companies with 20 percent increased average revenue for three years, starting from a revenue base of at least $100,000. Awardees can range from small companies to large enterprises since gazelle companies are characterized by their rapid growth, rather than their absolute size.

Mobility Summit - Monday, September 23rd

At the seventh annual Ann Arbor Mobility Summit, visionaries and leaders from the public, private, academic, and nonprofit sectors converge to share insights, foster collaboration, and ignite inspiration to advance mobility in Michigan and across the globe.

Sustainable Future Forum – Tuesday, September 24th

This Sustainable Future Forum is new to a2Tech360 this year! Connecting the community with green tech innovators in Ann Arbor and beyond, the event highlights progress in sustainability, offering a venue for discussion, collaboration, and inspiration towards achieving environmental goals.In partnership with the City of Ann Arbor's Office of Sustainability and Innovations, it also celebrates the Green Business Challenge awardees, honoring companies that excel in adopting green practices.

Tech Talk - Tuesday, September 24

Immerse yourself in the captivating world of technology and innovation at Tech Talk, one of the highlights of a2Tech360! Prepare to be captivated as we bring you a lineup of brilliant minds who will share their origin stories and provide exclusive insights into the groundbreaking technologies emerging from the Ann Arbor region.

Women in Tech - Wednesday, September 25th

Prepare to be inspired and empowered as we unlock the secrets to success in the ever-evolving world of technology (and beyond)! Join us to hear from a collection of speakers who will take you on a captivating journey through their triumphs and tribulations in building their careers. Get ready to fuel your ambition, build your career arsenal, and conquer the challenges that come your way.

Michigan Startup Capital Summit- Thursday, September 26th

The Michigan Startup Capital Summit, an evolution of the Michigan Angel Summit, will focus on the full spectrum of the state's startup capital ecosystem. This year's event offers a comprehensive educational program on early-stage funding, providing valuable insights and resources for entrepreneurs and investors across Michigan.

Tech Trek - Friday, September 27th

Get ready to immerse yourself in the ultimate tech extravaganza as Tech Trek returns! This iconic event, which sparked the birth of a2Tech360, is back and bigger than ever. Explore vibrant downtown Ann Arbor and experience the fusion of technology, innovation, and celebration.

Marketing Performance Metrics | 23 - 24

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 22 – 23	Compared to Last Year
Website Visits	Visits to our website will raise awareness and provide valuable tools and resources.	544,200	+49%
Video Views	Video views on multiple platforms to reach wider audiences.	398,924	-14%
Social Media Impressions	General visibility on a variety of popular social media platforms.	7,600,341	+6%
Social Media Interactions	Direct, positive interactions with people from all over the world.	496,905	+7%

Software

10.1 Licensed Software. Contractor may obtain licensed software products or services that allow for improved data collection or metric reporting, and/or offer clients improved productivity tools. Contractor shall submit invoices for actual cost to the LDFA on a monthly basis with the annual expense not to exceed a gross amount of $70,500. Contractor shall report the program or service acquired in the next following quarterly report including the type and purpose. A summary of usage shall be included in the Final Program Progress Report consistent with Article 3.3 of the Agreement.

Usage

The software line in our budget was used to support ongoing operations with improvements to data collection and storage infrastructure as detailed below.

1. **SurveyMonkey**: Online survey creation and distribution apparatus that automatically inputs responses into our CRM. We use this instrument to conduct the annual survey. ($7,000.00)
2. **DocuSign**: Document and signature management software to expedite operations. ($14,769.86)
3. **Robin**: Workplace experience software platform. ($10,955.00)
4. **Salesforce:** Customer relationship management system used to record and track client relationships. ($4,576.92)
5. **TrueJob**: The backend to our job portal. ($5,550.00)
6. **Zendesk:** Customer experience tool to help manage the incubators. ($822.00)
7. **Gongwer News:** Legislative tracking software subscription. ($2,800.00)
8. **Asana:** Project management software. ($3,516.80)
9. **LivePlan**: Business Plan & financial forecasting software tool for client use, ($7,000.00)
10. **Calendly:** Zoom meeting reservation software. ($288.00)

Total: ($57,278.58)

Annual Census

The online survey functions as a way of demonstrating programmatic efficacy. The survey produces evidence of job creation and retention, business activity status, as well as company location by capturing employment data through FTE counts, and updates on basic profile information. In addition, the survey retrieves insightful explanations and comments regarding these topics.

This year, we achieved an overall response rate of 47%. In 2024, the survey pool increased by 9 companies and the number of responses decreased by 9.

Companies served this year responded at a rate between 40% and 70%. The companies served over the past five years who accessed LDFA funds or services were targeted for the survey pool. The survey pool has decreased over the years due to inactive records being cleaned up and companies that do not fall within the five-year criteria anymore being excluded. A full description of the methodology utilized in conducting the census is included in the next section of this report.

Annual Survey Response Rate by Program

Program	2023-2024	2022-2023
Business Accelerator	44%	61%
Boot Camp	70%	69%
Incubator	40%	41%
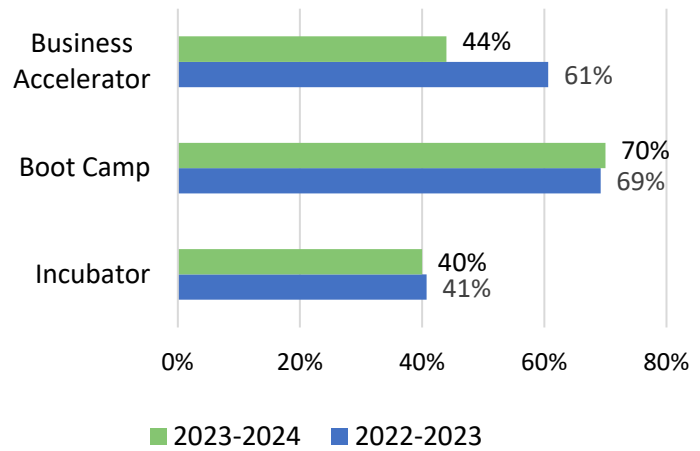
Historical Survey Performance

Year	Response Rate
2018	58%
2019	60%
2020	71%
2021	59%
2022	67%
2023	51%
2024	47%

Legend: Response Rate — Survey Pool Size
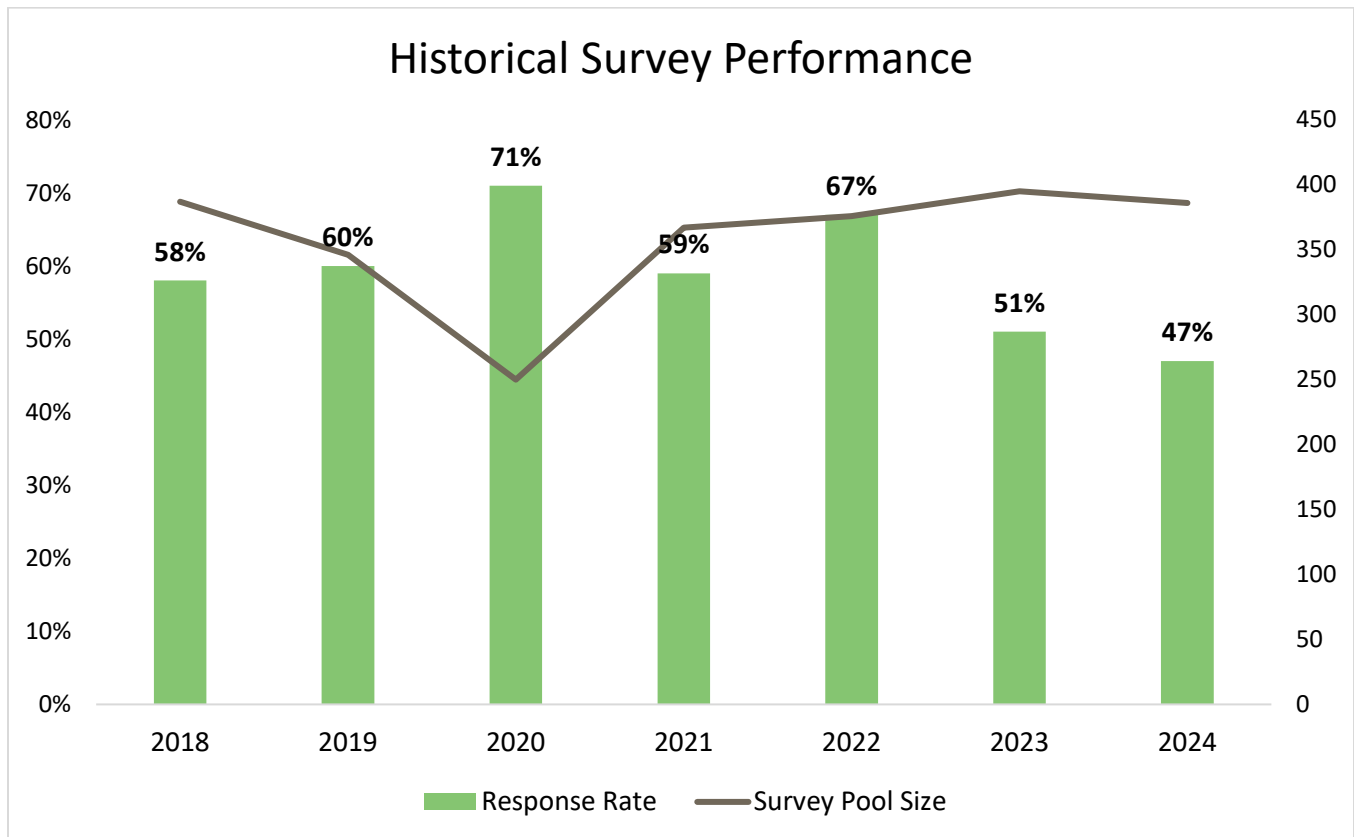
Census Methodology

Ann Arbor SPARK collects and reports data from its clients over and above what is required by the contract. Salesforce.com is employed as our customer relationship management system to record company data. Information about all companies is gathered through several methods as described below. Ann Arbor SPARK continues to refine procedures to capture, store, and report data more efficiently, accurately, and timely.

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 that 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 of the applicant's needs is captured and input.

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 meets with entrepreneurs, FTE updates are gathered and recorded in the CRM system. Additionally, written documentation is 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. These values are accurate to the best of Sparks knowledge. However, given the dynamic nature of the metrics being collected this value should be considered a best effort approximation and not an absolute result.

Annual Survey

All current and former clients are surveyed annually using SurveyMonkey, an online survey tool that synchronizes with Salesforce. Our survey asks for data including current employment and other vital company information. The response rates for each of the four programs 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.

Appendix A: Business Accelerator Companies Served

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
289M	Creating an automotive and security technology portfolio.	0	2	2	0
585	Software development with biostatistics and spatial epidemiology.	3.5	3.5	0	3
2752	Entry-level neurophysiology (brain signal recording) kits for students to learn about the brain.	8.5	5	-3.5	3
2897	Synthesizes holistic business solutions through an extensive integration platform and streamlines client operations via effective Business Process Management.	0	1	1	3
3368	SaaS model software to help companies find and access grants, and collaborate.	32	32	0	0
4185U	Works with manufacturers to choose the right wireless power technology and integrate it with their product.	0	3	3	0
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	73	58	-15	2
6828	Software for the analysis of genetic data.	7	5	-2	2
7117U	Data processing algorithms and curated genetic database software as a service.	100	177	77	2
7131	An education and evaluation application to reduce high diagnostic error rates.	2	2	0	0
7282	A Think-Work-Together platform.	3	3	0	1
7876U	Wearable graphene nanoelectronic alcohol sensor for real-time alcohol monitoring.	4	4	0	4
8189M	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	19	20	1	2
8255Y	Communications software for business-to-business or business-to-consumer.	4	8	4	5
8377	Software to enable companies to detect and respond to ransomware.	3	3	0	8
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	5	4.5	-0.5	4
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	9	6	-3	1
8806	Turnkey passive home entry module.	8	7	-1	8
8832	Security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	40	69	29	7
10188	Software that integrates patient genetic information into electronic health records.	0	3	3	0
11147	Autonomous drone designed to find a person overboard and to let them know that help is coming.	4	3.5	-0.5	0
11212Y	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	5	5	0	3
11307	3D printing customized, low-risk medical devices and training simulators.	6	6	0	0
11335M	Method to evaluate the safety of an autonomous vehicle.	1	1	0	3
11350M	Autonomous last mile delivery trailer.	5	5	0	2
11353	Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	4	4	0	2
11367	Software for school exit loan counseling guidance process.	7	5	-2	8

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
11399	Non-thermal plasma devices that prevent airborne transmission of infectious diseases to and from livestock.	2	2	0	5
11540MU	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	3	3	0	2
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	2	2	0	14
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.	2	2	0	1
11796U	High drag vertical axis wind turbine designed to operate at lower wind speeds than horizontal axis wind turbine.	0	2	2	1
11801U	A machine-learning algorithm based on parcel data, historical records, and other data sources to predict service line materials.	20	22	2	5
11831Y	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	4	4	0	3
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	2	0	0
11859	Helps companies make employee decisions connecting and analyzing disparate sets of data, particularly from employee surveys and human resources information technology systems.	2	4	2	3
11862U	A mobile application delivering cognitive behavioral therapy to the hands of the people who need it most.	5	4	-1	1
11900M	Meteorological technology intelligence that produces connected vehicle sensor data for improved road safety, improved weather forecasting, and for monetization of data for owners.	3	2.5	-0.5	1
11918	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	4	4	0	10
11979	A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	3	3	0	1
11986	A cloud-based video studio that allows users to stream live self-produced video content to all the major social media platforms.	2	0	-2	3
12031MU	Multi-dimensional electromagnetic energy convertor (EMEC) that increases the power density of conventional solar modules.	0.5	0	-0.5	0
12036U	An automated leasing and marketing for any property management firm to book more tours.	1	1	0	2
12039YU	Analytics tool that generates synthetic big data sets for healthcare.	4	2	-2	0
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	13	14	1	5
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.	5.5	9	3.5	4
12128U	An artificial intelligence software platform that uses real-time in the catheterization lab to process conventional angiograms and automate a quantitative clinical assessment of coronary artery disease (CAD) patients.	4	5	1	7
12190	Makes control data easy and accessible to build predictive economic models.	4	12	8	0

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
12260YU	To reduce medical supply surplus by providing end-to-end supply tracking and management solutions.	2	2	0	0
12775	A SaaS solution providing tracking of follow-up care to ensure no patient falls through the cracks. Along with patient engagement to give patients timely information helping them to stay on plan.	0	4.5	4.5	1
12840MU	An online peer-to-peer marketplace for parking aimed at solving parking availability and affordability problem on college campuses by using empty driveway space.	2	1	-1	2
12902Y	A drug formulation to help chronic kidney disease patients.	2	2	0	1
12929YM	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	1	0	1
13622	Creation of gaming software and merchandise for female audiences.	3	3	0	1
13680	A centralized portal for individuals to action their rights and view the locations in which personal data has been provided to companies.	3	2	-1	4
13686U	Medical artificial intelligence to predict the need to go to ER and conditions like COVID-19 with accuracy that is precise to the individual.	2	2	0	0
14267U	A bio-computational tool for cell conversion and differentiation more multiple applications and markets.	2	2	0	1
14712	Automatically adjusting the flow of oxygen to patients using a closed-loop system that delivers precisely the right amount of oxygen based on the patient's real-time bio-metric and activity data.	3	3	0	3
14782U	Wastewater treatment process that is more energy efficient and a smaller footprint.	4	2	-2	0
14794U	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	3	2	-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	4	1	1
15134U	Creates a database of indexed video content which allows creation of multiple applications to meet the needs of different content creators, including colleges, universities, government and industry.	4.5	3	-1.5	2
15159	Helps healthcare companies know what germs are growing in their clinical environments.	2.5	4.5	2	2
15272	A prophylactic Pseudomonas aeruginosa (Pa) vaccine created from a proprietary vaccine development platform.	5	3	-2	1
15335U	A frontline psychoeducation program for pregnancy and early parenting.	2	4	2	0
15339	A disruptive process which will revolutionize and cause standardization of Traumatic Brain Injury (TBI) diagnosis and treatment.	1	1.5	0.5	0
15340M	A type of Li-ion battery capable of high energy density and extreme fast charging.	2	4	2	2
15351	An innovative Operating Room Efficiency Platform that enables the healthcare system to reduce stress in the OR, total cost of treatment, and increase patient wellbeing while achieving optimal quality of care.	2	2	0	4

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
15386M	Safe battery collection, transport, and storage for highly combustible batteries.	2	1	-1	2
15408Y	A portable document and photo scanner.	1	1	0	0
15410M	An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	2	2	0	4
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	3	3	0	2
16154U	A urinary catheter extension for early UTI detection.	2	2	0	0
16171	Virtual cybersecurity officer services to small and medium-size organizations.	11	17	6	1
16196U	A room-sized augmented reality (AR) system for inclusive play and exercise.	0	1	1	0
16236YM	A technology company that provides mobility-as-a-service to individual, retail, and commercial customers in need of last mile delivery.	2	4	2	10
16251M	Modular hardware platforms robotics and autonomous vehicle companies to run delivery services.	2	3	1	3
16266	An end-to-end project management tool that consolidates all trip planning processes into one place.	2	2	0	0
16371	Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	2	1	-1	0
16407Y	An all-in-one marketplace and digital platform for end-of-life and after-loss planning.	1	1	0	0
16414	A free-to-use website and mobile platform that uses A.I. to provide personalized gift recommendations.	3	2	-1	0
16420	A multi-tiered building-integrated thermometric home energy management system (HEMS) applied at the interior, surface-level of the building envelope.	1	1	0	1
16459	Offers neuroscience equipment sales, consulting, and commercialization services to support the growth of the neuroscience research community.	4.5	7.5	3	1
16482	An online network of interviewed and expert online coaches.	2	2	0	24
16483	A software platform to enable a nationwide real estate portfolio.	3	3.5	0.5	6
16498U	A novel medical device enabling rapid, reliable, and accessible point of care allergy testing.	2	2	0	0
16528	A community-based platform that enables instant communication between experienced handymen and self-reliant homeowners to resolve house repair/improvement problems.	1	1	0	2
16534	Software as a service to provide ongoing recommended supply chain "plays" that reduce costs and maximize impact.	1	1	0	4
16538	A virtual wellness coaching and support group platform guiding members toward optimal health to support pregnancy.	1	1	0	8
16542	Works with organizations to implement innovative, equitable, and sustainable climate solutions that make an impact.	9	8	-1	2
16547	Develops novel and more effective therapeutics in the areas of cardiovascular, metabolic, and infectious diseases.	4	3	-1	0
16561U	An educational technology (edtech) solution that powers engaged learning through multi-player educational role-playing simulations.	1	1	0	0
16562U	ASKO Holdings is the parent company with ASKO Therapeutics and ASKO Pharma as two entities under it.	3	3	0	0
16577	An outpatient mental health center.	21	25	4	2

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
16599	Allow users to set up a legally binding contract that only allows funds to be pushed after both sides are 100% confident that the corresponding section of the contract has been fulfilled.	2	2	0	2
16603MU	A novel direct injection, fuel injection system, that permits the operation of an internal combustion engine on a variety of low carbon intensity and "carbon free" fuels including: dimethyl ether (focus of initial efforts), ammonia, methanol and others.	2	2	0	1
16613	Enables customers to plan amazing trips in a fraction of the time by providing them with hyper-personal recommendations in their upcoming destination.	2	2	0	0
16625	A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	1	1	0	0
16643	A resale marketplace app. Users can connect with local buyers and sellers and meet in person to reduce shipping cost and carbon emissions.	2	2	0	0
16656	Game development studio focused on creating a next generation, free-to-play, live service, social shooter.	2	2	0	0
16657Y	Automating the Pacemaker and Implantable Cardiac Defibrillator (ICD) remote monitoring workflow.	1	1	0	1
16658	An options dashboard that will provide useful insights to retail investors at a competitive price.	5	5	0	0
16682U	A transmission electron microscope (TEM) specimen holder that enables stable, ultra-low temperature imaging of specimens.	1.5	1.5	0	0
16705	In-person eSignatures.	5	5	0	0
16710	The only compliant crowdfunding site for NCAA athletes.	0	0	0	1
16733M	A Hub-to-Hub middle-mile highway driving - eliminates the need to hire more truck drivers while reducing operations' costs.	1	1	0	0
16745U	An automated CPT coding algorithm that can accurately predict prior authorization and charge reconciliation in the perioperative space.	3	3	0	7
16775Y	A marketplace for discovering, planning, and booking small corporate events and team experiences in a variety of unique spaces.	1	1	0	0
16786	A developer of smartwatch-based software solutions designed to elevate engagement and outcomes in health and wellness.	2.5	1	-1.5	1
16813	An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	1	2	1	1
16833	Making real, fun, engaging games that also end up having therapeutic qualities and educate our players about their mental health.	2	2	0	4
16846	Small molecule drugs to treat a wide range of diseases leveraging a diverse portfolio of RXR agonists with license options.	5	5	0	1
16864U	Develop new synthetic materials composed entirely of plant-derived precursors	2	2	0	0
16886U	Cryo-electron microscopy (cryo-EM) solves 3D structures of biomolecules in their natural states.	1	1.5	0.5	0
16928	A cutting-edge all-in-one hydrogen station with AI/ML energy management system designed to make hydrogen refueling easy, smart, and convenient.	3	3	0	1
16964U	A lifestyle group-based normative message that can be attached to any communications medium by the utility companies such as bills, periodic materials, social media, and online portals, to	2	2	0	0

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
	reduce residential energy consumption without incurring any additional cost.				
16969	An integration platform as a service (iPaaS) where users can locate and start the process of leasing everything from residential real estate to furniture and vehicles.	7	7	0	15
16984	A product for remotely monitoring a person's respiration rate and ECG.	2	3	1	3
16985U	An online platform for conversation processing, to provide assistance with the growing number of virtual conversations.	2.5	3	0.5	0
16989U	A web-based, interactive platform to deliver implicit bias training.	1	0	-1	0
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.	3	5	2	5
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.	0	1	1	1
17031U	Help more patients survive breast cancer and other types of cancers that are treated through surgical removal and radiation by helping their physicians provide the highest level of care and treatment.	2.5	3	0.5	15
17035MU	Manufacture and sell autonomous electric row tractors (AETs)	2	2	0	1
17036	A device to capture CO2 emissions from train exhaust.	2	1	-1	0
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	0	1
17051	A unique apparel business that combines the passion for dogs and outdoor adventure by offering high-quality, durable, and stylish apparel and accessories for both dog owners and their pets.	1	1	0	0
17052M	Retrofitting kits that give consumers the opportunity to upgrade their gasoline dirt bikes to electric.	1	1	0	0
17057Y	An AI-powered teaching assistant that helps students learn more effectively and efficiently.	0	0	0	0
17105U	Utilizing intelligent document scanning and machine learning, to optimize translational animal model experiments.	2	2	0	0
17157Y	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	1.5	1	-0.5	0
17172	Develops space-related technologies in collaboration with governments, research institutions and commercial partners	1.5	1	-0.5	3
17173MU	A cloud-based software designed to mitigate cyber risks in the automotive industry's complex supply chains.	0	0	0	0
17174Y	Remote job board	1	2	1	0
17181	Providing real time values of CO2 build up within the patient and automated CO2 removal from patients as needed	5	5	0	0
17200U	Food, beverage and alcohol distribution	0	1.5	1.5	1
17228	Enterprise manufacturing software.	4	4	0	0
17241	Preventing the spread of infectious disease through onsite solutions.	0	0	0	-
17278Y	B2B software solution with an easy to use ticketing system, database, and data analytics.	0	1	1	2

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
17280	Supervised Clinical Practice software	0	4	4	0
17282M	LiFePO4 high range battery	0	1	1	3
17290	A certified organic, animal free, plant-based water soluble fertilizer designed for commercial and non-commercial use.	1	1	0	4
17291	A marketplace for holistic solutions.	1	2	1	2
17292	A digital platform that allows small to mid-sized businesses to convert their 'off-book' solutions, particularly spreadsheets, into documented digital applications.	1	1	0	0
17302U	A K-8 digital platform that helps teachers deliver engaging curriculum with fidelity.	1	1	0	0
17306	Provides eDNA-based biodiversity assessments and monitoring, along with a suite of novel analytical tools to help nonprofits and industry to accurately report on their biodiversity-related impacts	0	1	1	2
17320Y	A mobile app that allows SMBs to manage recruitment on the go.	0.5	1	0.5	1
17321Y	A mental health app that offers self-care tools and emotional data analysis, providing personalized mental health support and insights.	2	1	-1	1
17323M	A solar-powered mobility platform designed to provide renewable energy and a 50-mile daily driving range.	1	1	0	0
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.	3.5	3.5	0	3
17332	Creates a stent-like portal inserted in the pylorus at the distal end of the stomach for weight-loss purposes.	0	0	0	2
17333	Automating Public Key Infrastructure (PKI) certificate renewal.	0	2	2	0
17342	Developing anti-caries probiotics.	2	0.5	-1.5	0
17354	A novel intestinal organoid model.	3	0	-3	0
17357	Offers a technology and service platform for independent insurance agencies that enables them to understand, value and expand their business.	3	22	19	7
17367U	Creating a sternal closure system.	0	0	0	0
17368M	Developing a patented driver alerting solution to reduce collisions between vehicles and nearby cyclists, motorcyclists, and scooters.	6	5	-1	0
17376YU	Producing neural probes.	0	1	1	1
17382U	Creating a vitreous biopsy device.	3	3	0	0
17383	Enhancing the performance of AI algorithms.	1	1	0	0
17389M	Creating industry solutions for safely transporting and storing lithium-ion batteries.	1	1	0	5
17399	Developing notetaking software by leveraging ambient voice recording and AI-enabled transcription technologies.	1	1	0	0
17400	Online Courses in the Computational Sciences.	1	1	0	4
17403U	A health education program for patients who have chronic kidney disease and renal dietitians.	1	1	0	0
17406	Redefine the assessment of student athletes' potential using a cutting-edge AI algorithmic and machine learning platform.	1	2	1	5
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	2	2	0	0

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
	modeling), and helping prioritize and automate their defense to the growing surface of cloud threats.				
17412	A new type of social media platform that allows users to meet up with strangers, friends and events nearby using proximity and location based data.	3	4	1	0
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	1.5	-0.5	0
17423U	Building a dual storage shaker bottle.	3	3	0	0
17434MU	An efficient autonomous mobility system.	2	2	0	0
17436	Community Management Infrastructure Tech.	2	2.5	0.5	3
17457U	Improves election security by offering a major innovation in the way test decks are chosen.	3	3	0	0
17486U	Commercializing medicines to treat pancreatic and other cancers.	1.5	3	1.5	2
17487	Improve the standard treatment for hydrocephalus, a neurological disorder.	1.5	1.5	0	0
17494	Contractor portal for HVAC contractors.	0	0	0	0
17511	Developing an integrated grid software focused on promoting the needs of large residential buildings to optimize energy assets, and their usage and equipment runtime to mitigate emissions.	3	3	0	2
175 Companies Total (20 Ypsilanti, 27 Mobility, 37 University)		**718.5**	**872.5**	**154**	**355**

Appendix B: Entrepreneur Boot Camp Companies Served

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
17360M	Developing a one seater flyable vehicle.	6	6	0	0
17362	Making the development of high-voltage/high-capacity battery-powered products easier by providing a flexible and performant hardware standard with turnkey introspection capabilities.	0	0	0	0
17333	Automating Public Key Infrastructure (PKI) certificate renewal.	2	2	0	0
17301UM	Revolutionizing sustainable aviation using a utilizing our superior integrated energy system	3	3	0	0
17280	Supervised Clinical Practice software	4	4	0	0
17296	Provides expertly-curated templates for agreements commonly-used by entrepreneurs, businesses and lawyers.	2	2	0	5
17278Y	B2B software solution with an easy to use ticketing system, database, and data analytics.	1	1	0	2
17160	Automates various tasks, such as data entry and policy renewals in the insurance and financial advisory sectors	0	0	0	0
17371	Develops buyer personas based on data analysis.	1	1	0	0

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
17378	Pioneering a transformative approach in talent management, integrating AI and behavioral sciences with sector-specific insights to close the talent-potential gap.	2	2	0	0
17363M	Addressing Market Gaps in EV Charging Infrastructure	2	2	0	0
16786	A developer of smartwatch-based software solutions designed to elevate engagement and outcomes in health and wellness.	2.5	1	-1.5	1
17058	An app and API service for 1099 contract workers, self employed, and corporate sales workers to automate and estimate their annual withholding.	0	0	0	0
17033U	An online platform that helps teachers find and connect with change-makers in their community	1	1	0	0
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	0	1
16928	A cutting-edge all-in-one hydrogen station with AI/ML energy management system designed to make hydrogen refueling easy, smart, and convenient.	2	3	1	1
17032U	Solving is inefficiency in the drug discovery pipeline.	1	1	0	0
17 Companies Total (1 Ypsilanti, 3 Mobility, 3 University)		**30.5**	**30**	**-0.5**	**10**

Appendix C: Incubator Companies Served

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
11893M	Developing a level 4 autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet.	2	5	3	0
4803U	An intuitive integrated display that retrieves medical data.	6	6	0	1
7374	Augmented reality application for immersive digital experiences based on children's books.	6	6	0	3
16411	A home-based, over-the counter diagnostic wearable that detects early-stage SARS-CoV-2 and influenza related antigens, ESCoT™.	1	1	0	2
15264	A creator financing and NFT marketplace.	4	5	1	2
12128YU	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.	4	5	1	7
16989U	A web-based, interactive platform to deliver implicit bias training.	1	0	-1	0
16562U	Pharmaceutical company.	3	3	0	0
16547	Develops novel and more effective therapeutics in the areas of cardiovascular, metabolic, and infectious diseases.	3	3	0	0
16563U	Aims to develop novel and more effective therapeutics in the areas of cardiovascular, metabolic and infectious diseases.	3	3	0	0

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
17522	A software solution to deploy development and test virtual infrastructure.	2.5	2.5	0	0
17457U	Improves election security by offering a major innovation in the way test decks are chosen.	3	3	0	0
16407Y	An all-in-one marketplace and digital platform for end-of-life and after-loss planning.	1	1	0	0
17306	Provides eDNA-based biodiversity assessments and monitoring, along with a suite of novel analytical tools to help nonprofits and industry to accurately report on their biodiversity-related impacts	1	1	0	2
585	Software development with biostatistics and spatial epidemiology.	3	3.5	0.5	3
16271Y	Dedicated to translating the business potential of breakthrough bioscience technologies in targeted geographies.	1	2	1	0
16786	A developer of smartwatch-based software solutions designed to elevate engagement and outcomes in health and wellness.	2	1	-1	1
8912Y	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	2	2	0	1
16662M	Develops and manufactures camera-based Advanced Driver Assistance Systems (ADAS) solutions to make the roads safer today.	45	45	0	0
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.	0	0	0	0
17440	Develops carbon-sequestering technical applications to alleviate environmental stressors from various industries.	8	14	6	0
17174Y	Remote job board	2	2	0	0
7982	Drug discovery SaaS product.	5	4	-1	0
16599	Allow users to set up a legally binding contract that only allows funds to be pushed after both sides are 100% confident that the corresponding section of the contract has been fulfilled.	11	2	-9	2
16625	A digital platform enabling communication and clinical collaboration across the care continuum with patients/families, providers, and network affiliates.	1	1	0	0
15159	Helps healthcare companies know what germs are growing in their clinical environments.	1	4.5	3.5	2
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.	3	3	0	0
15282Y	A digital identity and vital information storage and exchange platform.	3	2	-1	2
15351	An innovative Operating Room Efficiency Platform that enables the healthcare system to reduce stress in the OR, total cost of treatment, and increase patient wellbeing while achieving optimal quality of care.	2	2	0	4
8774M	Vehicle-to-everything (V2X) software to make roads and vehicle-to-everything interactions safer.	3	3.5	0.5	1
7617	U-M Startup accelerator.	2	2	0	0
7046	Electronics based metering and power line communication.	1	1	0	0
15386M	Safe battery collection, transport, and storage for highly combustible batteries.	2	1	-1	2

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
17300	A platform for experts in which they can develop a community of founders and businesses to monetize their expertise through workshops and live-stream event	2	2	0	5
17333	Automating Public Key Infrastructure (PKI) certificate renewal.	2	2	0	0
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	2.5	1	-1.5	0
17468	Developing a targeted anti-cancer drug designed to prevent, or significantly delay, metastasis in patients diagnosed with triple-negative breast cancer.	0	0	0	0
15281Y	Automated small to medium business loan approval process to accelerate loan approval.	2.5	4.5	2	0
15410M	An "optimized fleet-as-a-service" to commercial fleet managers for multiple, specific purposes/uses.	2	2	0	4
8419M	Next-generation freight marketplace focused on better user experience, lower freight costs, and regulatory compliance.	5	5	0	1
12039YU	Analytics tool that generates synthetic big data sets for healthcare.	4	2	-2	0
16436	A software that is intended to deliver programming and track progress of athletes for strength coaches in their gym.	0.5	0.5	0	1
17181	Providing real time values of CO_2 build up within the patient and automated CO_2 removal from patients as needed	4	5	1	0
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.	9	9	0	4
11540MU	Manufacture and sell steel fiber for ultrahigh performance concrete (UHPC).	3	3	0	2
17007Y	To provide software services, business consulting services, and import parts and trade.	0	0	0	0
8366Y	Physiological performance data analytics company.	3	1	-2	0
11918	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	3	4	1	10
15241	A platform that utilizes biosignals acquired through a third-party wearable device to detect (and eventually anticipate) anxiety and stress in real-time.	4.5	2	-2.5	5
17321Y	A mental health app that offers self-care tools and emotional data analysis, providing personalized mental health support and insights.	4	1	-3	1
17320Y	A mobile app that allows SMBs to manage recruitment on the go.	1	1	0	1
12842M	Last mile robot delivery solutions.	4	6	2	2
14226Y	Web application that tailors to companies in search of qualified technology-based suppliers.	1	1	0	4
15107Y	An application for peer-to-peer tool and equipment rentals.	2	2	0	0
16587	AI-Powered Video Analytics For Manufacturing Plants To improve operational efficiency	10	8	-2	0
17403U	A health education program for patients who have chronic kidney disease and renal dietitians.	1	1	0	0
17434MU	An efficient autonomous mobility system.	2	2	0	0
17291	A marketplace for holistic solutions.	1	2	1	2

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
1782YM	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	7	8	1	0
17242	Chronic Illness Counseling, mental health services, clinical social work	1	1	0	1
17296	Provides expertly-curated templates for agreements commonly-used by entrepreneurs, businesses and lawyers.	0	2	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.	3	2.5	-0.5	1
17424	A sophisticated tool automating business plans, financial models, and forecasts.	2	1	-1	0
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.	2.5	3	0.5	15
12902Y	A drug formulation to help chronic kidney disease patients.	2.5	2	-0.5	1
17278Y	B2B software solution with an easy to use ticketing system, database, and data analytics.	1	1	0	2
15418	A new style continuous positive airway pressure (CPAP)/bilevel positive airway pressure (BIPAP) mask/liner.	3	3	0	2
12260YU	To reduce medical supply surplus by providing end-to-end supply tracking and management solutions.	2.5	2	-0.5	0
17488Y	Empowers the paint and coatings industry with smart, sustainable transformation solutions.	1	1	0	-
16236YM	A technology company that provides mobility-as-a-service to individual, retail, and commercial customers in need of last mile delivery.	3	4	1	10
17057Y	An AI-powered teaching assistant that helps students learn more effectively and efficiently.	0	0	0	0
15378M	A company that provides a robotics platform for autonomous mobility solutions in a variety of industries.	1	2	1	0
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	13	14	1	5
17157Y	Delivers unparalleled business insights to decision makers, enabling them to stay at the forefront of their industry.	2	1	-1	0
16785	Helps organizations identify and answer illusive entanglements of problems presented by the quickly-churning global information economy.	1	1	0	0
11691U	Focus on bringing the therapeutic benefits of nitric oxide to market.	15	8	-7	0
11953Y	Test technology for color measurement in paint for quality control.	1	1	0	2
14242U	A cloud-based computational teaching and learning platform.	2	1	-1	0
16739	Use of artificial Intelligence in the processing of endoscopy videos.	2	5	3	0
8122	Platform for pharmacies and physician offices to source prescription drugs.	2	2	0	1
16184	A means of improving oral care compliance in mechanically ventilated patients in order to reduce the real-world rates of ventilator associated pneumonia.	1.5	3	1.5	0
12937	A self-sanitizing door handle by ultraviolet (UV) light.	3	2	-1	0
8609Y	Quotation lifecycle management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	4	5	1	5

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	3	3	0	1
17368M	Developing a patented driver alerting solution to reduce collisions between vehicles and nearby cyclists, motorcyclists, and scooters.	7	5	-2	0
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	0	2	2	2
16733M	A Hub-to-Hub middle-mile highway driving - eliminates the need to hire more truck drivers while reducing operations' costs.	1	1	0	0
16813	An early-stage drug discovery SaaS that manages drug discovery project data for academic and corporate entities.	1	2	1	1
7754U	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	9	9	0	3
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.	0.5	4	3.5	1
17173MU	A cloud-based software designed to mitigate cyber risks in the automotive industry's complex supply chains.	3	0	-3	0
16464M	A unique electric vehicle thermal management system.	2	2	0	0
11865	Advertising technology platform that makes local advertising faster, less expensive, and more accountable.	3	3	0	3
2203	Online furniture inventory management that allows targeted retailer interaction.	10	8	-2	1
16657Y	Automating the Pacemaker and Implantable Cardiac Defibrillator (ICD) remote monitoring workflow.	1	1	0	1
16722	A search engine for "alternative TLDs" that use gTLDs or Web3 TLDs (such as Handshake).	2.5	2	-0.5	0
8189M	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	16	20	4	2
15179	Hum enables internet service providers to earn more revenue, automate service, and sell more bulk and resident choice deals in multi-dwelling units.	2	7	5	3
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	0	2	2	14
17172	Develops space-related technologies in collaboration with governments, research institutions and commercial partners	0	1	1	3
16459	Offers neuroscience equipment sales, consulting, and commercialization services to support the growth of the neuroscience research community.	5.5	7.5	2	1
15389	A pay-it-forward system to purchase gifts of cheer for their friends and family.	1	1	0	1
12090	A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication.	0.5	0.5	0	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.	1	1	0	0
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.	1	1	0	1
17371	Develops buyer personas based on data analysis.	0	1	1	0
17353M	A comprehensive suite of solutions in the electric vehicle (EV) charging industry, consisting of Surge Plug and Surge Trip.	2	2	0	1

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
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.	3.5	3.5	0	3
8591	Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence prevention (WPV) and active shooter preparedness.	2	2	0	1
17323M	A solar-powered mobility platform designed to provide renewable energy and a 50-mile daily driving range.	1	1	0	0
15352	A venture capital firm.	1	1	0	0
17116	A consumer app that allows users to generate Art and Avatar using AI and share content and experiences with their connections	1	1	0	0
16653Y	A mobile phone application that will serve as the first common platform for parents and families of individuals with cognitive and developmental disabilities.	1	3	2	4
16775Y	A marketplace for discovering, planning, and booking small corporate events and team experiences in a variety of unique spaces.	1	1	0	0
8323M	System for recording, displaying, and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	1	1	0	0
17494	Contractor portal for HVAC contractors.	0	0	0	0
17292	A digital platform that allows small to mid-sized businesses to convert their 'off-book' solutions, particularly spreadsheets, into documented digital applications.	1	1	0	0
8543MU	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	4	37	33	3
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.	2.5	2.5	0	0
17076	An e-Commerce Logistics Software-as-a-Service (SaaS) Marketplace Technology.	2	2	0	0
16274	An augmented reality multimedia hardware and software package designed and patented for patient safety.	3	0	-3	8
16371	Create satellites that can process large SAR collections on orbit to reduce downlink data volume.	2	1	-1	0
16928	A cutting-edge all-in-one hydrogen station with AI/ML energy management system designed to make hydrogen refueling easy, smart, and convenient.	2	3	1	1
11373	Software development studio with a focus on digital games, entertainment, and tools.	0	1	1	0
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	3.5	8	4.5	0
11960	Background check for customers who use online services.	2.5	2	-0.5	0
11850	A cloud based robo-advisory platform for commodity hedging.	1	2	1	1
127 Companies Total (28 Ypsilanti, 25 Mobility, 18 University)		**393.5**	**441.5**	**48**	**188**

Appendix D: Strategic Marketing and Communication Services

Uniq ID	Marketing Strategy Type	Sessions	New Company
16846	Marketing needs assessment	1	1
16952Y	Strategic marketing session	1	
8237Y	Strategic marketing session	1	
12093	Strategic marketing session	4	
16989U	Strategic marketing session	5	
17282M	Marketing needs assessment	1	1
17435Y	Marketing needs assessment	1	1
16407Y	Strategic marketing session	3	
0585	Strategic marketing session	4	
17440	Strategic marketing session	1	
17174Y	Marketing needs assessment, strategic marketing session	3	1
8769	Content development, strategic marketing session	3	
16879	Technical assistance	1	
15408Y	Strategic marketing session	3	
17033U	Strategic marketing session	1	
15388Y	Content review and edits, strategic marketing session, content development	6	
17030Y	Marketing needs assessment, strategic marketing session	1	1
15282Y	Strategic marketing session	2	
15421Y	Strategic marketing session	1	
7938	Content development, content review and edits, strategic marketing session	4	
16266	Content development, strategic marketing session	3	
17300	Marketing needs assessment	1	1
16498U	Strategic marketing session	2	
15410M	Strategic marketing session	5	
16542	Strategic marketing session	1	
16855	Technical assistance	1	
12039YU	Strategic marketing session	1	
15335U	Content review and edits, strategic marketing session, content development	3	
12676	Content review and edits, strategic marketing session	2	
12120	Marketing needs assessment	1	1
16643	Strategic marketing session	1	
17321Y	Marketing needs assessment, content development, strategic marketing session	9	1
17320Y	Marketing needs assessment	2	1
3955Y	Strategic marketing session	1	
11740	Strategic marketing session	1	
17403U	Strategic marketing session	1	
15288	Strategic marketing session	9	
17217	Marketing needs assessment	1	1
11212Y	Strategic marketing session	1	
17603	Strategic marketing session	1	
12902Y	Strategic marketing session	1	

Uniq ID	Marketing Strategy Type	Sessions	New Company
17278Y	Marketing needs assessment, strategic marketing session, technical assistance, content review and edits	8	1
16999U	Marketing needs assessment	2	1
16236YM	Strategic marketing session	8	
17049	Strategic marketing session	1	
17423U	Strategic marketing session	1	
17057Y	Marketing needs assessment, strategic marketing session	5	1
6977YU	Content review and edits, strategic marketing session, content development	17	
17157Y	Marketing needs assessment, strategic marketing session	2	1
16613	Content development, strategic marketing session	1	
16672U	Marketing needs assessment, strategic marketing session	2	1
8609	Content development, strategic marketing session	1	
17070	Technical assistance, strategic marketing session	2	
17106	Marketing needs assessment	1	1
16969	Strategic marketing session	1	
17327	Content development, strategic marketing session	1	
17208	Marketing needs assessment	1	1
12929YM	Strategic marketing session	2	
16658	Strategic marketing session	1	
16775Y	Content development, strategic marketing session	2	
17083	Marketing needs assessment	1	1
16928	Marketing needs assessment	1	1
11606Y	Strategic marketing session	1	
63 Companies (24 Ypsilanti, 4 Mobility, 10 University)		**157**	**19**

Appendix E: Tables

E:1 Annual Served Metrics

FY 2023-2024 LDFA	Companies Served	Retained FTE	Current FTE	New FTE	Average
City of Ann Arbor	191	855.2	1006	150.8	0.72
City of Ypsilanti	29	50	58.5	8.5	
Out of Service Area	15	68	72	4	
No Legal Entity	11	18	18	0	
Business Closed	5	8			In Business
Total	251	999.2	1154.5	163.3	246
			Net	155.3	98%

E:2 Cumulative Served Metrics

FY 2019-2024 LFDA	Companies Served	Retained FTE	Current FTE	New FTE	In Business
City of Ann Arbor	319	888.3	1461.0	572.8	440
City of Ypsilanti	44	62.5	90.5	28	89%
Out of Service Area	53	274.8	337	62.2	
No Legal Entity	24	42	43	1	
Business Closed	57	149.3			
Total	497	1416.9	1931.5	664.0	
			Net	515	

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

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.

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.

Minority Owned Business

A business owned by a person with one or more of the following minority identities: Disabled, veteran, woman, ethnic-minority, LGBTQIA+.

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.