

# LDFA REPORT 2020 – 2021

## ANN ARBOR/YPSILANTI SMARTZONE

# ANNUAL REPORT

**230** COMPANIES  
SERVED

**405** JOBS  
CREATED

**49** COMPANIES  
CREATED

**\$1.84 B** FUNDS  
RAISED  
INVESTMENTS & GRANTS

**\$1.73 M**  
DIRECT SUPPORT

*Photo Credit: Oxford Companies*



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](http://www.annarborusa.org)

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

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*Ann Arbor SPARK Annual Report: July 1, 2020 – June 30, 2021*

## **Contract Period July 1, 2020 through June 30, 2021**

*(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 created within the Service Area (as defined in Attachment A) as of June 30, 2021 (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 signed, or a loan is provided, or 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, 2021; 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, 2021; 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, 2021. 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.*



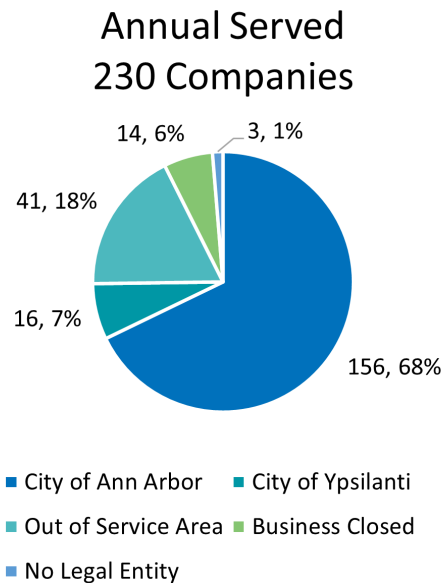
## Annual Metrics

This year SPARK served 230 companies with a deliberate, customized combination of accelerator services, incubation, scholarship to the Boot Camp course, or involvement in the Digital Engagement Clinic (DEC). These companies reported the net addition of 405.5 full-time equivalent employees (FTEs) from the onset of their engagements to the end of contract year. Currently, these companies employ 1,134.5 FTEs (see appendix F:1).

This year, SPARK supported the creation of 49 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

- One hundred seventy-two 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 301 FTEs from the onset of their engagements to the end of contract year.
- Ann Arbor and Ypsilanti companies SPARK has worked with over the fiscal year have gained, on average, 1.91 full-time equivalent employees.



### Outside Service Area

- Out of the 230 companies that have received LDFA-funded services this year, 41 companies representing 247.5 FTEs are currently located outside the service area.
- Twenty-three of these companies are incubator clients who are not registered in the service area.

### Closed Businesses

Out of the 230 companies served this year, 14 have ceased operations. The termination of these companies represented a decrease of 23 FTEs, which has already been deducted from the previously stated annual net addition of 405.5 FTEs.

### No Legal Entity

Three 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.

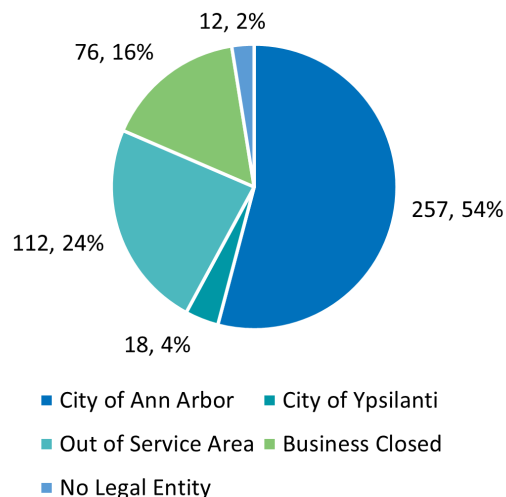
## Cumulative Metrics

Cumulatively, in the last five years, SPARK provided services to 475 unique companies (see appendix F:2). The subset of these companies who either responded to our survey, or remained in contact with SPARK, reported a net increase of 1,224 full-time equivalent employees from the onset of their engagements to the end of this contract year. Currently, these companies employ 2,757 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 (2016-2021). 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.

Cumulative Served  
475 Companies



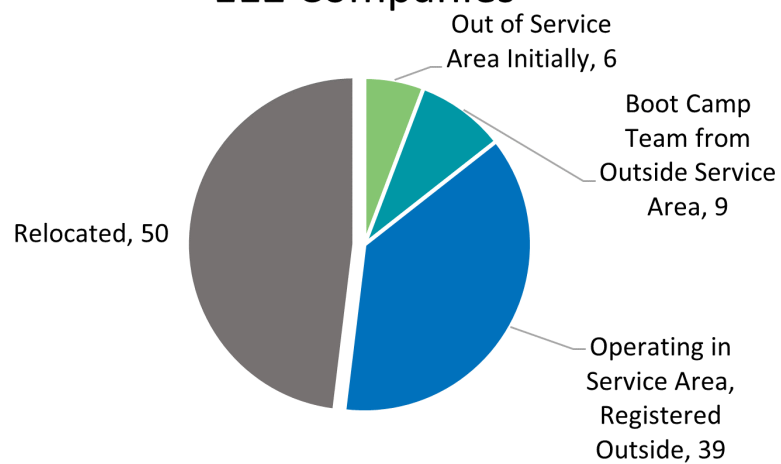
## Companies Remaining in the Service Area

- Two hundred seventy-five companies 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 1,718 FTEs.
- These companies reported a net addition of 775.5 FTEs from the onset of their engagements to the end of contract year.

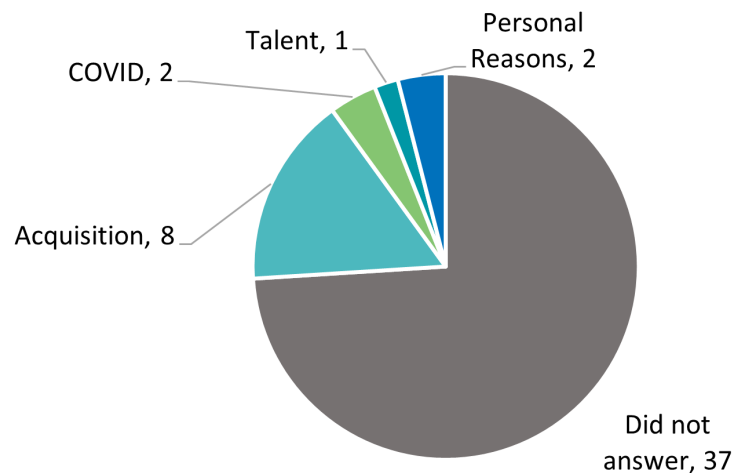
## Outside Service Area

- One hundred twelve out of the 475 companies representing 1,011 FTEs that have received LDFA-funded services over the past five years are not currently registered within the service area.
- Nine of the 112 companies are Boot Camp teams that are initially from outside the City of Ann Arbor or City of Ypsilanti.
- Thirty-nine of the 112 companies are operating inside the service area but have registered addresses outside the city limits.
- Of the 50 companies that have moved from the service area, 13 stated a reason on our annual survey.

### Outside Service Area 112 Companies



### Reason for Relocation

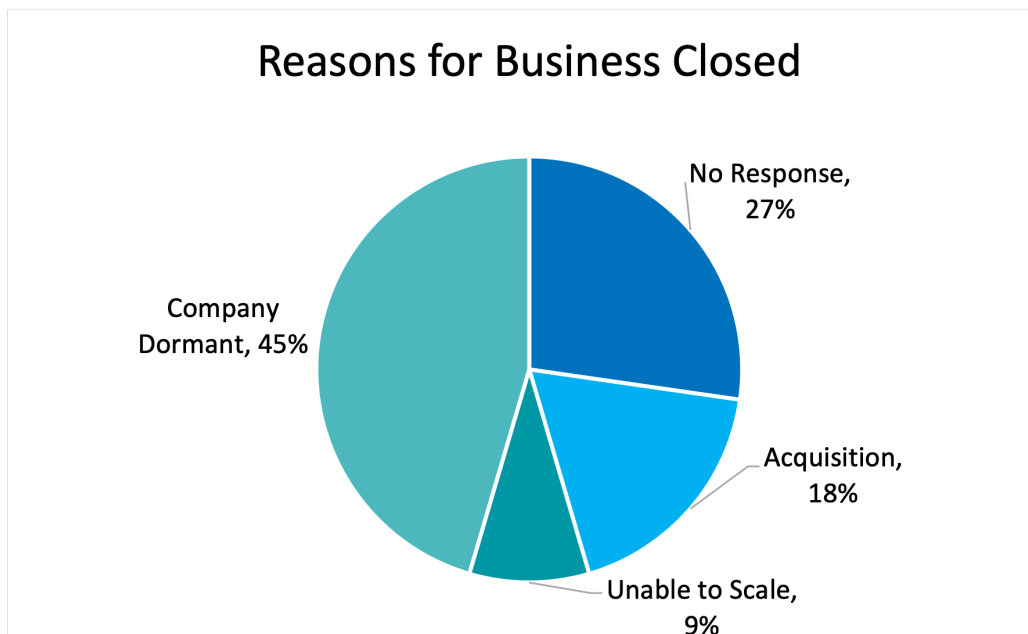


### No Legal Entity

Twelve 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

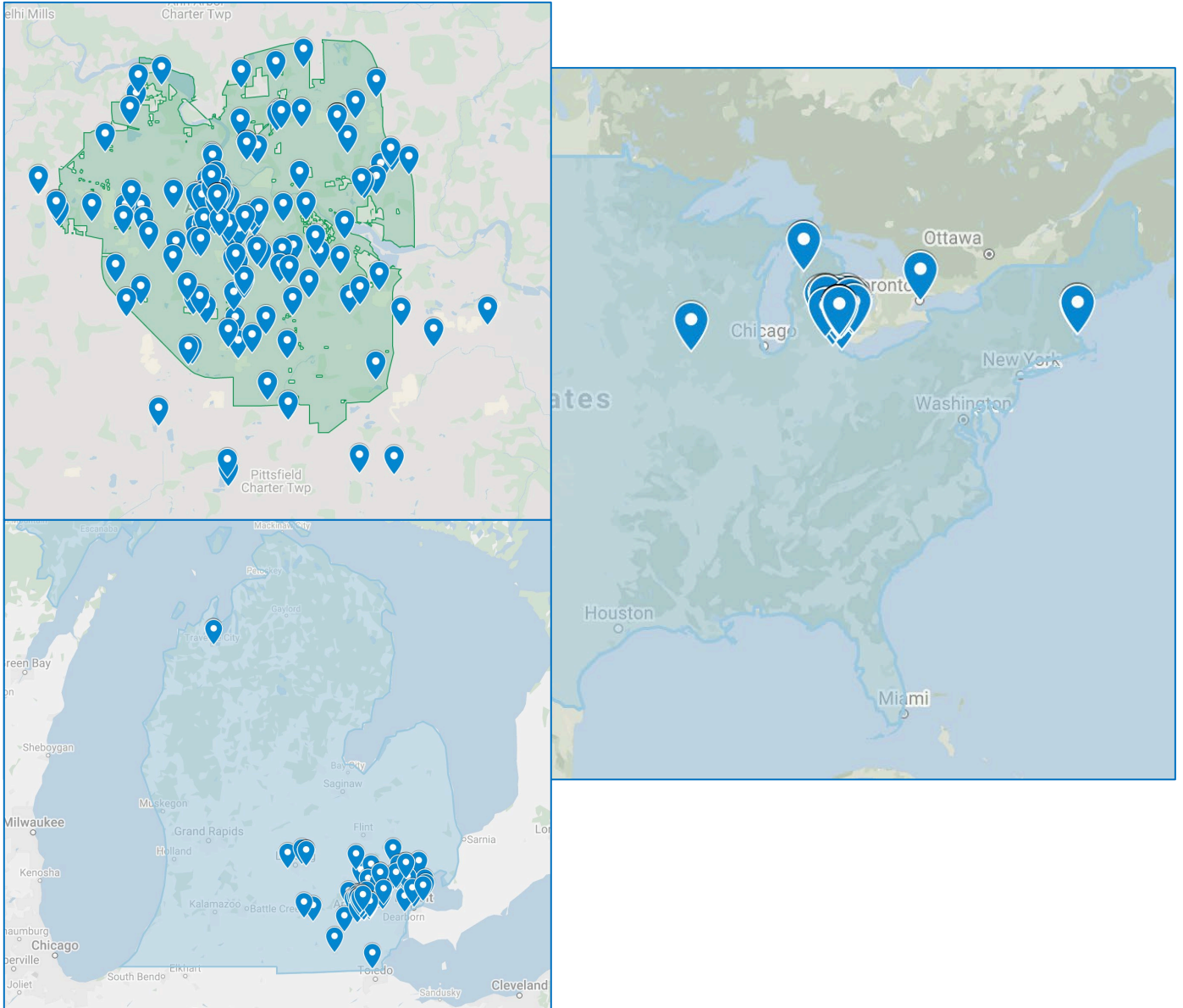
Seventy-six of the companies that received LDFA-funded services in the last five years have reported ceasing operations. It is challenging to accurately report the FTE count of these companies because they do not report their employment figures when they close. However, at the start of their last SPARK service, they accounted for 155 FTEs in total.



**Note:** Chart data set is composed of companies that answered a specific question on this year's survey.

## Geographical Distribution of Served Companies

These maps show the distribution of the 363 companies served in the last five years that are still in business.



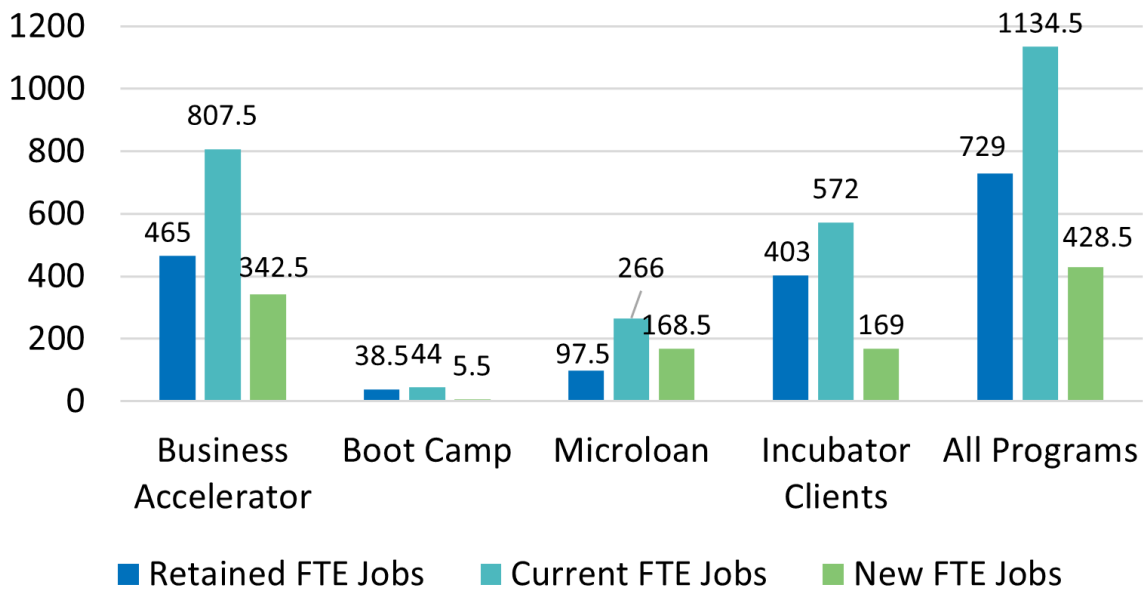
## Jobs Created by LDFA Program

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 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 table. Likewise, their FTE figures will cause the total FTE counts on the below graph to be less than 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 23 more than the 405.5 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



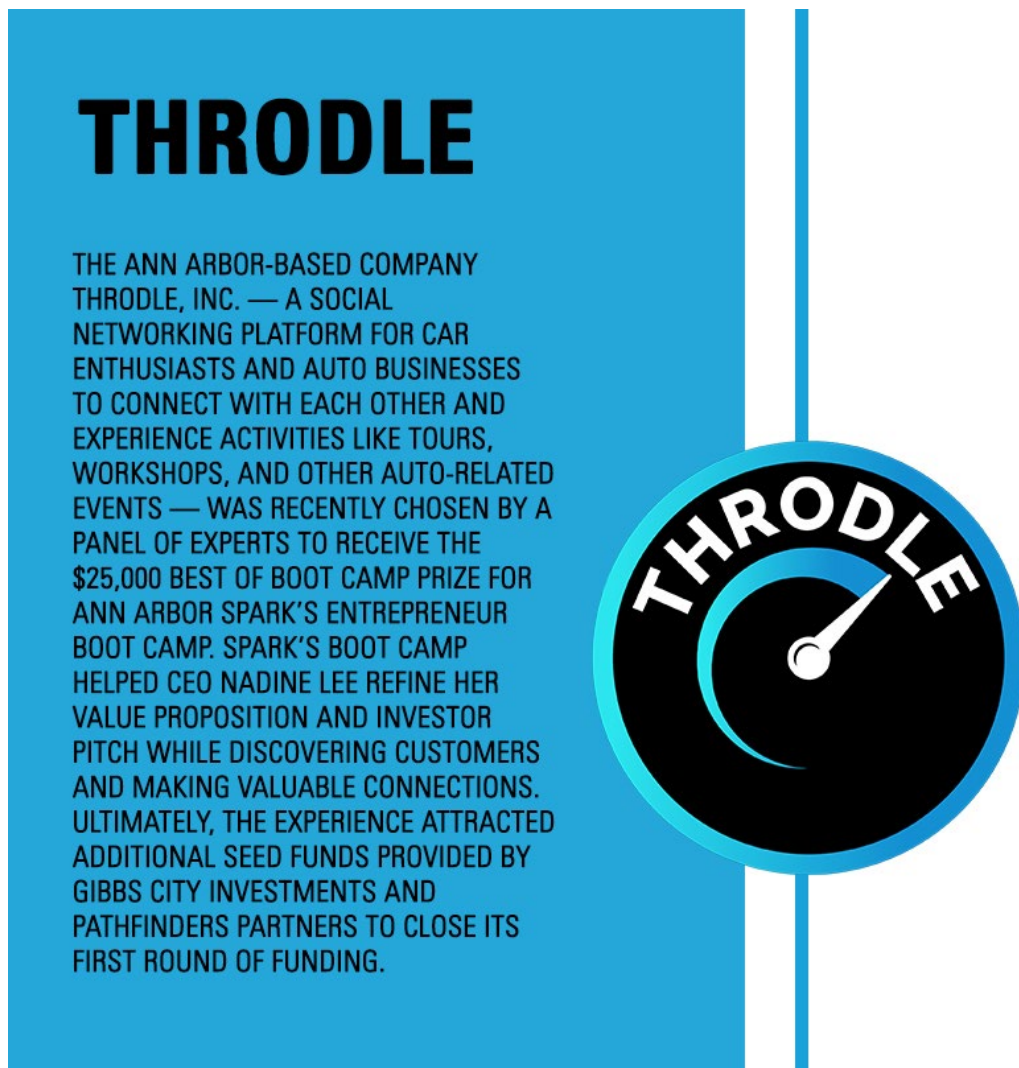


## Business Accelerator

The table in Appendix A lists the 157 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, 75% responded to the annual survey.

## Boot Camp

The table in Appendix B lists the 26 teams that attended Boot Camp this fiscal year. Fall Boot Camp was held October 26 – December 14. The spring Boot Camp session was held March 15 – May 3. Twelve Boot Camp teams received Business Accelerator services by June 30. Four team are affiliated with the University of Michigan. In all, 20 teams received an LDFA-funded scholarship to attend Boot Camp. This year’s annual survey had 16 team respond amongst all Boot Camp teams. Only one team subsequently raised capital.

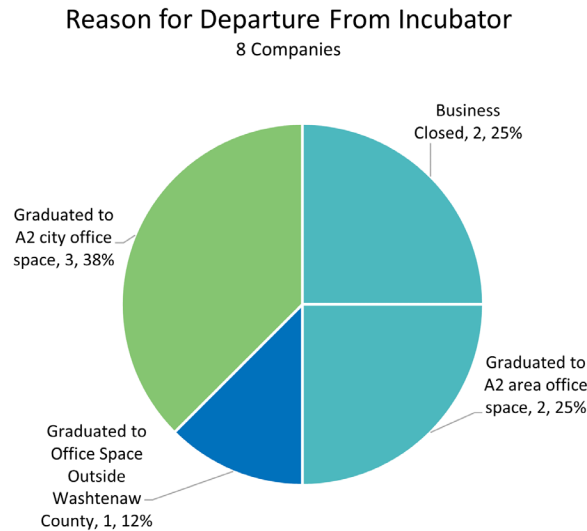


**THRODLE**

THE ANN ARBOR-BASED COMPANY THRODLE, INC. — A SOCIAL NETWORKING PLATFORM FOR CAR ENTHUSIASTS AND AUTO BUSINESSES TO CONNECT WITH EACH OTHER AND EXPERIENCE ACTIVITIES LIKE TOURS, WORKSHOPS, AND OTHER AUTO-RELATED EVENTS — WAS RECENTLY CHOSEN BY A PANEL OF EXPERTS TO RECEIVE THE \$25,000 BEST OF BOOT CAMP PRIZE FOR ANN ARBOR SPARK’S ENTREPRENEUR BOOT CAMP. SPARK’S BOOT CAMP HELPED CEO NADINE LEE REFINE HER VALUE PROPOSITION AND INVESTOR PITCH WHILE DISCOVERING CUSTOMERS AND MAKING VALUABLE CONNECTIONS. ULTIMATELY, THE EXPERIENCE ATTRACTED ADDITIONAL SEED FUNDS PROVIDED BY GIBBS CITY INVESTMENTS AND PATHFINDERS PARTNERS TO CLOSE ITS FIRST ROUND OF FUNDING.

## Incubator Clients

The table in Appendix C lists the 129 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, 60% responded to the annual survey. Over the year, six companies have “graduated” to their own office space and continued to grow rapidly. Three of the graduates have settled in the immediate Ann Arbor area and currently employ five people.



## Digital Engagement Clinic



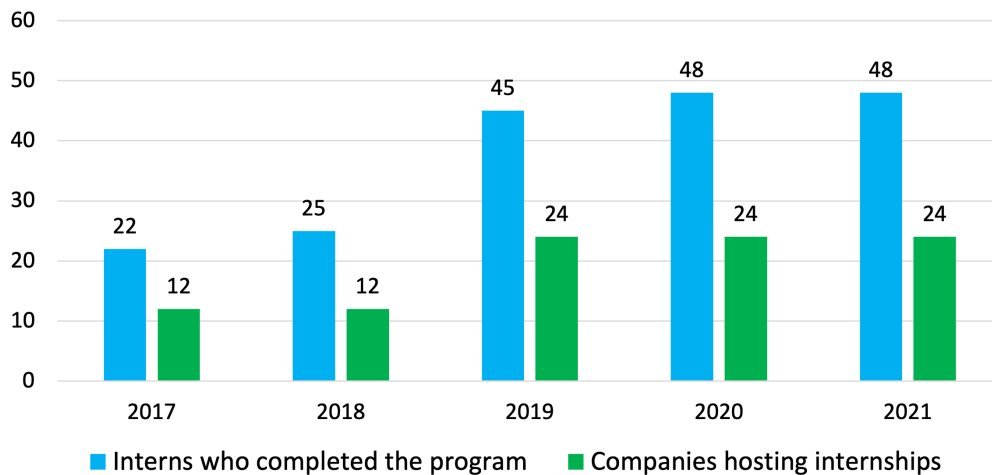
Twenty-four local startups received a digital marketing boost through a collaborative program between Ann Arbor SPARK and Eastern Michigan University’s Center for Digital Engagement over the summer of 2021. The Digital Engagement Clinic (DEC) matched 48 undergraduates and recent graduate interns, out of 512 applicants, with Ann Arbor SPARK clients to accelerate the startups’ digital marketing efforts. Forty-eight students were accepted into the program, majoring in a diversity of areas, including

Computer Science, Marketing, Economics, PR, Communications, Journalism, Math, Psychology, Graphic Arts, and Linguistics, with many focusing on UX. 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 digital advertising, social media, content creation, analytics, web design and development, SEO, video production and graphic design, mobile app development, and project management. The internships were 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 or AdWords.

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 DEC Program



## Mobility

Mobility is a driving industry in the Ann Arbor region, with 233 mobility companies of varying sizes located in Washtenaw County. In this last fiscal year, Ann Arbor awarded Business Accelerator services totaling \$363,111.24 to 43 mobility companies that employ 137.5 FTEs in Michigan. Mobility companies in the region raised a total of \$29,030,000 in capital.<sup>1</sup>

### Company Successes

- Mobility startups Adastec Corp., Atlatec, Black Tea Motorbikes, Interplai Inc., and Yandex Self-Driving Cars chose to establish their U.S. headquarters in Ann Arbor.
- Seven companies that have leveraged Entrepreneurial Services in the past raised significant capital investment this year, ranging from \$1.85 million for FixMyCar in two early-stage VC rounds to \$10.16 million for SkySpecs in a Series C-1 Round.<sup>2</sup> SkySpecs also acquired European wind energy companies Fincovi and Vertikal AI.
- [Vayu US, Inc. was acquired by Alpine 4 Technologies, Ltd. \(ALPP\) in Q4 2020.](#)
- The University of Michigan Transportation Research Institute (UMTRI), P3 Mobility (an Ann Arbor based startup), and other partners received a [\\$9.95 million grant](#) from the U.S. Department of Transportation's Federal Highway Administration. Ann Arbor was selected to deploy 20 "smart intersections" to demonstrate the safety potential of connected and automated vehicles.

### Resources and Programs

The Mobility team grew in March 2021 with the addition of Alison Beatty in the role of Mobility Specialist. Alison will be managing the events and newsletter content moving forward, along with providing programmatic support to strengthen the mobility ecosystem.

Over the course of 2020-2021, existing programs continued to grow in their outreach and readership through the virtual medium. Below is an update:

- **A2 Mobility Tech Meetup:** A meetup where we connect innovative mobility companies within the Ann Arbor region to learn more about their journey and plans for the future, thus creating opportunities for partnerships between local companies to strengthen the mobility ecosystem. This meetup shifted to an online platform at the start of the pandemic. There are currently 624 members in this group.
- **Mobility Newsletter:** The Mobility Newsletter highlights opportunities, events, and insights about the Ann Arbor region. Sixteen blog articles and stories were developed for the newsletter. Registration for the newsletter went up by 20.2% from last fiscal year. On June 30, 2021 we had 1,548 individuals registered to receive the newsletter. The average open rate for the newsletter is 27.2% (significantly higher than the benchmark of 18-20%) and the click-through-rate is 3.8% (which is higher than the benchmark of 3%)
- **South by Southwest (SXSW):** SXSW 2021 was held in a virtual format. SPARK's panel, titled "Clean Mobility Investment -The Road to Net Zero" was selected out of the 700 sessions submitted for Panel Picker. SPARK also continued its support and participation of the Michigan

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<sup>1</sup> Source: PitchBook and internal communications with companies

<sup>2</sup> Sources: PitchBook and internal communications with companies

House at SXSW which hosted three official SXSW Panel Discussions, a virtual meet-up for entrepreneurs, a Michigan Startup Portfolio, and a Michigan House booth on SXSW's digital platform.

- **Ann Arbor House and North American International Auto Show (NAIAS):** Although Ann Arbor House and NAIAS were cancelled in 2020 due to the COVID-19 pandemic, Ann Arbor SPARK is looking forward to supporting these important community events moving forward.

Three virtual mobility events were organized as part of a2Tech360 2020:

- **Mobility Summit:** The theme of the event was “Building a Resilient Mobility Future.” The event engaged 25 speakers from around the globe and had 186 registered attendees.
- **Mobility Row Map:** Twenty-seven mobility companies participated by creating digital profiles and uploading videos of their technology onto the Mobility Row Map.
- **Invest360:** Five mobility companies went head-to-head under the Invest360 Mobility Category. IndustryStar was the winner of the pitch showcase.

Ann Arbor SPARK won a gold category award for its “Ann Arbor as a Mobility Living Lab,” in the Public-Private Partnerships category of the International Economic Development Council (IEDC)'s 2020 Excellence in Economic Development Awards Program. In 2019, the new [City Insights platform from Ford Motor Company](#) helped amplify Ann Arbor as a living laboratory for mobility innovation. It was a joint effort to see if a single platform could help city officials explore mobility issues using dynamic metrics such as parking, transit, traffic, safety, and census data.

### Additional Projects and Collaborations

The Mobility Team's continuous efforts to strengthen cooperation and coordination with partner organizations helps startups better leverage existing resources. Ann Arbor SPARK's mobility program also supports strategic projects to improve transportation access and efficiency in the region. Some examples are listed below:

- SPARK has partnered with AMZ Saxony in Germany on the Transatlantic Automated Driving Alliance. The first project under this program is bringing together Michigan and German companies to develop an autonomous street sweeper. With SPARK acting as a grant administrator, the Office of Future Mobility and Electrification is funding the Michigan engagement. New Eagle, a local Ann Arbor company, will participate in product development and the project will utilize the American Center for Mobility for testing. The project leverages \$2.5 million in funding from German partners.
- SPARK provided three Letters of Support for proposals submitted by partner organizations to further mobility efforts within the Ann Arbor region.
- Participating in the Michigan Cities Working Group organized by the Office of Future Mobility and Electrification brings together leaders from Ann Arbor, Detroit, and Grand Rapids.

The Director of Mobility Programs also sat on partner advisory committees to offer insight on mobility, innovation, and economic development. These included:

- The Council of Future Mobility & Electrification’s Workforce and Economic Development Working Group
- The teaching team for the A2ZERO Transportation Course for the Ambassador’s Program
- T AARP Rider50+ Mobility Leadership Circle
- The City Architecture for Tomorrow Challenge organized by Toyota Mobility Foundation in Kuala Lumpur, on which Director Doshi served as a judge.

**THE A2GO SERVICE IS A FREE, ON-DEMAND AUTONOMOUS SHUTTLE SERVICE OPERATED BY MAY MOBILITY IN DOWNTOWN ANN ARBOR. THE PROJECT BRINGS TOGETHER DIVERSE PUBLIC AND PRIVATE FUNDERS INCLUDING UNIVERSITY OF MICHIGAN, MCITY, PRENTICE 4M, IIMPORTANT SAFETY, AND THE STATE OF MICHIGAN’S OFFICE OF FUTURE MOBILITY AND ELECTRIFICATION. ANN ARBOR SPARK’S ONGOING ROLE HAS BEEN TO FORGE PRODUCTIVE RELATIONSHIPS BETWEEN RELEVANT COMMUNITY MEMBERS AND BRING STAKEHOLDERS TO THE TABLE.**

**AFTER PUBLICLY UNVEILING THE SHUTTLE SERVICE AT SPARK’S ANNUAL MEETING IN MAY 2021, THE PROJECT IS SCHEDULED TO LAUNCH IN OCTOBER. ANN ARBOR SPARK HAS ASSISTED AT MAJOR POINTS ALONG THE WAY, BOTH THROUGH CONNECTING COMPANIES LIKE MAY MOBILITY AND IIMPORTANT SAFETY TO FOSTER PEDESTRIAN SAFETY, AND BY ENGAGING COMMUNITY STAKEHOLDERS TO BOLSTER CONSUMER ADOPTION OF THIS EMERGING TECHNOLOGY. SUPPORTING PROJECTS LIKE THE A2GO SHUTTLE ADVANCES OUR ECONOMY AND ENSURE THAT THE TECHNOLOGY OUR FUTURE DEMANDS IS DEVELOPED HERE IN THE ANN ARBOR REGION.**

**A2GO**



## Strategic Marketing and Communication Services

In August 2019, Ann Arbor SPARK initiated a new client service through our LDFA contract, strategic marketing and communications, which is 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 354 sessions amongst 59 companies expressed through the data in Appendix D.

# PASSIVE BOLT

PASSIVEBOLT, INC. WAS THIS YEAR'S HONOREE AT THE CES 2021 INNOVATION AWARDS, ONE OF THE WORLD'S MOST INFLUENTIAL TECHNOLOGY EVENTS. THE COMPANY CREATES TURNKEY PASSIVE HOME ENTRY MODULES THAT CONVENTIONAL DOOR LOCK MANUFACTURERS CAN EASILY INCORPORATE INTO THEIR ALREADY EXISTING PRODUCTS, REDUCING THE TIME AND COST FOR INDIVIDUAL HARDWARE MANUFACTURER TO DEVELOP THEIR OWN SMART LOCKS. PASSIVEBOLT'S SHEPHERD LOCK GEN 2 PROVIDES ENTRY USING TOUCH AND 3D FACIAL RECOGNITION TO MAKE IT EASY FOR THE AVERAGE CONSUMER TO ACCESS THIS TECHNOLOGY. SPARK HAS WORKED WITH PASSIVEBOLT SINCE 2018 AND THEY HAVE SEEN RAPID GROWTH AND MADE MANY INCREDIBLE CONNECTIONS THAT HAVE HELPED THEM TO GET TO WHERE THEY ARE NOW.

# PassiveBolt

## XR Initiative Internship Program

Another new addition to SPARK is an internship matching program geared towards real world applications of building AR/VR/XR (alternative reality, virtual reality, and experiential reality), visualization, or gaming products in the context of directed research, and under mentorship of an UM-professor and in collaboration with industry experts. Qualified students are provided with pragmatic and impactful research direction by local community startups and enter a 2-phase program broken up into experiential learning and practicum internship. Each phase focuses on different aspects of learning with opportunity to gain industry skills that are presented in real world challenges. Overall, the students have the ability to understand the complex dynamics of life in an AR/VR/XR or gaming startup or company and are thereby better prepared to be developers for their future careers. The program ran for 16 weeks with a 50% matching from SPARK and the client towards the internship. Five students were selected and matched with five companies for this first initiative represented below in the table.

Uniq ID	Company Description
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.
13622	Creation of gaming software and merchandise for female audiences.
14747	A video game advertising agency that helps businesses and brands promote their products.
7796	Mobile game developer.
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.
<b>5 Companies Total</b>	



## a2Tech360

[Ann Arbor SPARK](#) recently announced its popular annual [a2Tech360](#) programming will be delivered virtually and in-person this year, October 1-8, 2021. 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 Ann Arbor SPARK's Tech Trek event, as a way to deliver broader programming to spotlight the region's innovative people and businesses.

**a2TECH360** **OCTOBER 1 – 8, 2021**  
VIRTUAL & IN-PERSON EVENTS

ORGANIZED BY: ANN ARBOR SPARK, MICHIGAN ECONOMIC DEVELOPMENT CORPORATION SMARTZONE  
PRESENTED BY: KLA  
MEDIA SPONSOR: Russell VIDEO Script to Screen

<b>FASTTRACK AWARDS</b> OCTOBER 1	<b>HEROIC FUTURES</b> OCTOBER 2	<b>Tech Twilight</b> OCTOBER 3	<b>ANN ARBOR FILM FESTIVAL PRESENTS A MACHINE TO LIVE IN</b> OCTOBER 3	<b>MICHIGAN ANGEL SUMMIT</b> OCTOBER 4	<b>INVEST 360</b> OCTOBER 4, 5, 7, 8	<b>DIGITAL SUMMER CLINIC COMPANY AND INTERN SPOTLIGHTS</b> OCTOBER 4	<b>ANN ARBOR MOBILITY SUMMIT</b> OCTOBER 5
<b>human element B2B eCommerce</b> OCTOBER 5	<b>ENTREPRENEUR BOOT CAMP CELEBRATION</b> OCTOBER 5	<b>Applied AI Conference</b> OCTOBER 6	<b>CELEBRATE INVENTION</b> OCTOBER 6	<b>2031 What the Future Holds</b> OCTOBER 6	<b>WOMEN IN TECH</b> OCTOBER 7	<b>TECH ON THE EDGE</b> OCTOBER 7	<b>TECH TALK</b> OCTOBER 8
<b>TECH TREK</b> OCTOBER 8	<b>MOBILITY ROW</b> OCTOBER 8	<b>LEARN MORE</b> <a href="https://a2TECH360.com">a2TECH360.com</a>					

### FastTrack Awards - Friday, October 1

FastTrack is an exciting annual program sponsored by Ann Arbor SPARK recognizing public or private companies with headquarters based in Washtenaw or Livingston Counties, for consistently high business growth. The FastTrack Awards applications will be reviewed by accounting partner, Rehmann.

### Heroic Futures - Saturday, October 2

Washtenaw Community College's Bold Futures and Hero Nation are partnering up for a virtual event that will help students from 14-18 years old identify and address social issues. This online event will utilize visioning, entrepreneurship values, comics, and superheroes to help students become champions for social change.

### TechTwilight - Saturday, October 2

TechTwilight, hosted by the Ann Arbor Hands-On Museum, celebrates the intersection of science, technology, art, and imagination by featuring new community partnerships, exhibitions by local tech companies, a community art project, and an adults-only event. The proceeds raised from the support of this event will go to the Discover Science Assistance Fund.

### Ann Arbor Film Festival - Sunday, October 3

The Ann Arbor Film Festival presents *A Machine to Live* by Yoni Goldstein & Meredith Zielke with the preceding short *Daily Life of Human* by Siavash Naghshbandi. This tour gives filmmakers the ability to show their work in front of audiences who may not otherwise have access to this form of art.

### Michigan Angel Summit - Monday, October 4

The fourth annual statewide summit will allow you the opportunity to learn more about angel investing and to connect with other angels helping to grow and diversify Michigan's economy while growing their own investment portfolios. The Michigan Angel Summit is presented by Ann Arbor SPARK.

### Invest360

Invest360 brings additional depth to a2Tech360 by showcasing a curated group of leading southeast Michigan, early-stage companies to top investors. Presented by Ann Arbor SPARK, Invest360 is embedded in the programming of the Michigan Angel Summit, Mobility Summit, and Tech on the Edge. Invest360 leverages our regional strengths in IT, mobility, and healthcare to provide exposure to those companies to the greater investor community. During each of the three Invest360 healthcare, mobility, and IT sessions, one company will be chosen by a panel of judges to receive a \$50,000 check. These three chosen companies will then pitch the morning of Friday, October 8, at the conclusion of Tech Talk, where a People's Choice vote will select the foremost Invest360 company who will receive an additional \$50,000.

### Digital Summer Clinic - Monday, October 4

The Digital Summer Clinic internship program, a partnership between Eastern Michigan University's Center for Digital Engagement and Ann Arbor SPARK, helped 48 college students find paid internships with 24 startups. This event will spotlight some of the interns, mentors, and startups involved with this program and the many values it presents.

### Ann Arbor Mobility Summit - Tuesday, October 5

The theme of this year's Ann Arbor Mobility Summit is Restructuring Mobility Investment with industry leaders, entrepreneurs, public sector officials, transportation leaders, groundbreaking researchers, and other investors. As the mobility industry rapidly changes, investors need to rethink their current strategies to fund the future of mobility while policy is catching up.

### Entrepreneur Boot Camp Celebration - Tuesday, October 5

Entrepreneur Boot Camp is an intensive program to help early-stage entrepreneurs of technology-driven companies quickly determine if they have a viable business opportunity and focus on crucial next steps. Since May, our entrepreneurs have worked tirelessly to validate their business concepts. After countless hours spent developing a business model and finding beta customers, the entrepreneurs are ready to present their progress to the community. Come celebrate the evolution of our current Boot Camp entrepreneurs as they share their journey with you and our illustrious panel.

### Applied Ai Conference - Wednesday, October 6

The mission of the Applied AI Conference, presented by RXA, is to educate professionals on the best artificial intelligence, machine learning, and business intelligence tools and strategies that are currently available as well as to provide an opportunity for participants to network. This event will feature a speaker series with chances to ask questions during panels and engage with other leaders of the industry.

### 2031: What the Future Holds - Wednesday, October 6

This event features global thought leaders who will discuss trends and revolutionary products in healthcare, internet of things, augmented and virtual reality, mobility, and other driving industries that have found a foothold in the region. It is co-presented by Ann Arbor SPARK and the University of Michigan Office of Tech Transfer.

### Tech On the Edge - Thursday, October 7

Tech on the Edge, hosted by MI-HQ, will showcase the unique technologies, innovation, and talent of over 40 companies from the “edge” of the Ann Arbor area.

### Women In Tech - Thursday, October 7

Back for its third year, Women in Tech speakers will discuss their experiences navigating the tech industry and propelling their careers. The speakers will discuss how to build up career experience, maneuver a room of doubters, and discover your personal success story. This program, presented by Ann Arbor SPARK, positions established or climbing women in the tech field to create effective and warranted disruption to their industry by addressing gender bias, pay inequality, and overcoming adversity.

### Tech Talk - Friday, October 8

Hear from the brilliant minds behind the region’s innovative companies, from origin stories to behind-the-scenes accounts of the fascinating technologies being developed here. Tech Talk features TED-style talks by leading innovators. This event is presented by Ann Arbor SPARK.

Tech Talk will conclude with the Invest360 finale, where a panel of esteemed experts will hear virtual pitches from the three finalist companies chosen during the Michigan Angel Summit, Mobility Summit, and Tech on the Edge. During the event, a People’s Choice vote will select the foremost Invest360 company who will receive an additional \$50,000 prize.

### Tech Trek - Friday, October 8

This year's Tech Trek connects the community to innovation-based businesses in the region. From college students to seasoned professionals, Tech Trek offers something for everyone looking to learn from and engage with the region's world-class tech ecosystem.

### Mobility Row - Friday, October 8

Mobility Row attendees will get to experience new and innovative technologies like self-driving shuttles and emerging automotive technology all while gaining an insight on how advancements in mobility will define and change transportation in the future. In addition to its in-person experience, virtual Mobility Row offers people around the globe the chance to explore Ann Arbor's tech companies through storytelling, 3D tours, and online product demonstrations.



**WORKIT HEALTH**

WORKIT HEALTH IS A DIGITAL CLINIC FOR THOSE STRUGGLING WITH A SUBSTANCE USE DISORDER THAT ALLOWS PATIENTS TO GET THE HELP THAT THEY NEED FROM THE PRIVACY OF THEIR OWN HOME. IN 2020, THE COMPANY SUCCESSFULLY CLOSED A \$12 MILLION SERIES B FUNDING ROUND, LED BY FIRSTMARK CAPITAL, THAT ATTRACTED ATTENTION FROM INVESTORS OUTSIDE THE MIDWEST. ANN ARBOR SPARK HAS SUPPORTED WORKIT HEALTH SINCE ITS INCEPTION IN 2015, INCLUDING SPACE AT OUR SPARK CENTRAL INNOVATION CENTER, GRANT FUNDING FOR MARKETING, LEGAL, AND CUSTOMER DISCOVERY WORK, AS WELL AS HIRING INTERNS TO EXTEND THE TEAM'S CAPABILITIES. WORKIT HEALTH'S QUICK EXPANSION REQUIRED EVEN MORE ROOM TO GROW, SO THE TEAM MOVED TO THE SPARK EAST INNOVATION CENTER IN YPSILANTI, GRADUATING FROM THERE IN 2017. LAST YEAR, WORKIT HEALTH WAS AWARDED ITS FIRST FASTTRACK AWARD, RECOGNIZING ITS SIGNIFICANT AND SUSTAINED YEAR-OVER-YEAR GROWTH. IN 2021, ANN ARBOR SPARK AWARDED WORKIT HEALTH THE ENTREPRENEURIAL SERVICES COMPANY OF THE YEAR AWARD.







# Marketing



## Marketing Performance Metrics | 20 - 21

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 20 – 21	Compared to Last Year
<b>Website Visits</b> 	Visits to our website will raise awareness and provide valuable tools and resources.	387,504	<b>+37%</b>
<b>Video Views</b> 	Video views on multiple platforms to reach wider audiences.	802,720	<b>+80%</b>
<b>Social Media Impressions</b> 	General visibility on a variety of popular social media platforms.	7,852,063	<b>+90%</b>
<b>Social Media Interactions</b> 	Direct, positive interactions with people from all over the world.	692,244	<b>+327%</b>



## Software

*8.3 Licensed Software. Contractor may obtain licensed software products or services that allows 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 \$30,000. 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. **Clicktools:** Online survey creation and distribution apparatus that automatically inputs responses into our CRM. We use this instrument to conduct the annual survey. (\$1,497.00)
2. **DocuSign:** Document and signature management software to expedite operations. (\$12,413.79)
3. **eBook Subscription:** Designed for organizations trying to learn more about entrepreneurship, sales, marketing, product launch, competitive analysis, and other topics. (\$3,000.00)
4. **Robin:** Workplace experience software platform. (\$9,486.00)
5. **Salesforce:** Customer relationship management system used to record and track client relationships. (\$5,020.20)
6. **TrueJob:** The backend to our job portal. (\$5,550.00)
7. **Zendesk:** Customer experience tool to help manage the incubators. (\$4,500.00)

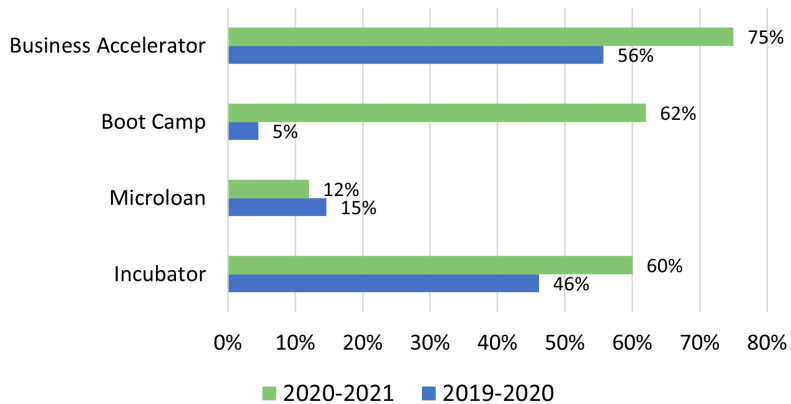
**Total:** (\$27,556.20)

## Annual Census

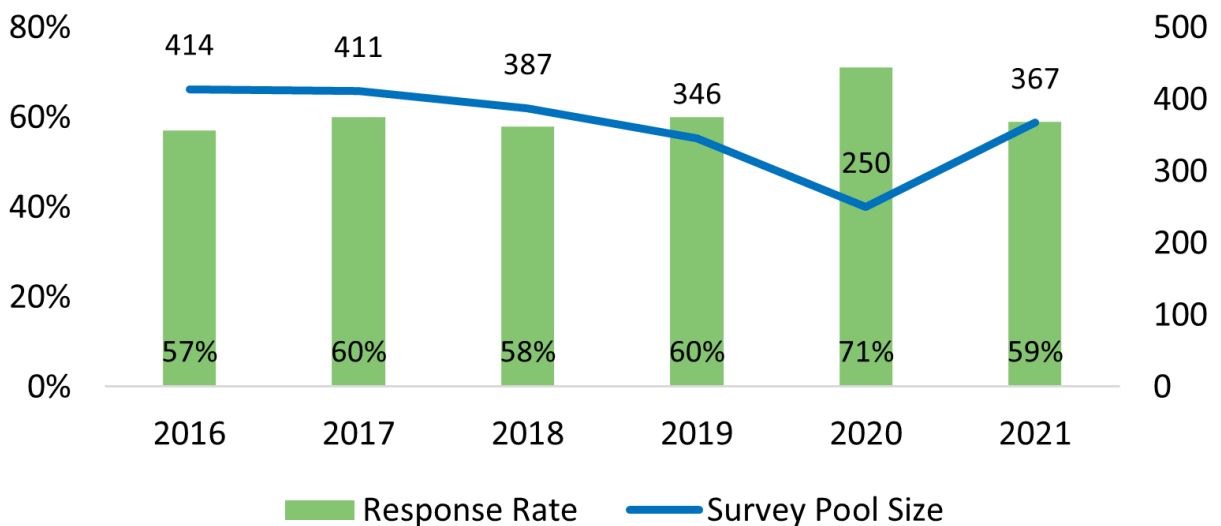
The online survey functions as a way of demonstrating programmatic efficacy. The survey produces evidence of job creation and retention, business activity status, as well as company location by capturing employment data through FTE counts, and updates on basic profile information. In addition, the survey retrieves insightful explanations and comments regarding these topics. This year, we achieved an overall survey response rate of 59%. In 2021, the survey pool increased by 117 companies and the number of responses increased by 38.

Companies served this year responded at a rate between 12% and 75%, significantly higher than the average response rate from last year's companies served. 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 dead records being cleaned up and excluding companies that do not fall within the five-year criteria. 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



## Historical Survey Performance



## 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.

## 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. 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
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	31	60	29	2
12031MU	Multi-dimensional electromagnetic energy convertor (EMEC) that increases the power density of conventional solar modules.	0.5	0	-0.5	0
6828U	Software for the analysis of genetic data.	6.5	7	0.5	0
8255Y	Communications software for business-to-business or business-to-consumer.	3	4	1	5
4803U	An intuitive integrated display that retrieves medical data.	0	6	6	1
8434	Instruments for single molecule detection of DNA, RNA, and proteins.	0.5	4.5	4	1
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	4	0	0
14782U	Wastewater treatment process that is more energy efficient and a smaller footprint.	2	2	0	0
7876U	Wearable graphene nanoelectronic alcohol sensor for real-time alcohol monitoring.	4	4	0	4
14731U	Measurement of charged particles present in the solar system.	1.5	1	-0.5	0
12093	Immuno-isolating capsule that promotes the function of implanted ovarian tissue, protects it from immune rejection, and aims to restore ovarian endocrine function in adolescent girls.	0.5	0.5	0	0
8636Y	Guided meditation and respiratory biofeedback application.	2	2	0	3
11661M	Industry 4.0, smart inspection for manufacturing.	1	3	2	1
11350M	Autonomous last mile delivery trailer.	3	2	-1	2
11979	A personalized chat bot that helps moms cultivate resilience through pregnancy and postpartum depression.	1	1	0	3
585	Software development with bio-statistics and spatial epidemiology.	0	3	3	0
14698	A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience.	2	2.5	0.5	1
15113M	Electric bike manufacturer.	1	1	0	0
11801	A machine learning algorithm based on parcel data, historical records, and other data sources to predict service line materials.	0	7	7	7
11986	A cloud-based video studio that allows users to stream live self-produced video content to all the major social media platforms.	1	1	0	6
13624Y	An application that brings price transparency to the liquor industry.	3	2	-1	1
8912	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	2	2	0	3
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	2	2	0	10
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language, and preferences.	3.5	2	-1.5	0
12134U	A personal air purification device to solve the problem of people being unable to live active lives in places with unhealthy air quality.	1	1	0	1
11120U	Cross-MBA trips for students from several universities before their MBA program begins.	2	2	0	2

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
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	2	0	3
11807U	A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	2	2	0	0
12040	Performance disposable instrument used in cardiac bypass surgery.	0.5	0.5	0	0
8769	Automated legal document generation software.	1	1	0	4
15134U	An artificial intelligence tools that allow users to search videos.	0.5	0	-0.5	0
12782	A tech-enabled, direct-to-consumer cosmetic and lifestyle brand serving American men dealing with hair loss and American bald men.	2	2	0	0
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.	3.5	4	0.5	3
11564M	A vehicle level modeling software with fully populated vehicle data for any company to use the entire automotive supply chain to develop coherent technologies that are more likely to be adopted by the OEM.	1	1	0	3
12107U	Software and services for patient-specific cardiovascular simulation.	0.5	0.5	0	1
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	7	3	-4	2
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	0	4
7938	Decision making software that helps users make decisions in a structured, systematic, and dynamic way.	0	2.5	2.5	2
10188	Software that integrates patient genetic information into electronic health records.	3	3	0	1
13635	A SaaS company that targets the use of wearable sensors and related data analyses to identify COVID-19 infection early before symptoms are apparent.	1	1	0	3
11376U	Analytics-ready data sets from various government departments at the municipal, county, state, and federal levels. Products include map- and report-based analytics, as well as web-based dashboards and decision tools.	8.5	8	-0.5	2
13680	A centralized portal for individuals to action their rights and view the locations in which personal data has been provided to companies.	14	6	-8	3
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.	5	5	0	0
8293MU	Low-cost high-accuracy micro electromechanical system (MEMS) gyroscope for space, aviation, and underwater applications.	2	2	0	1
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	1	1	0	5
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	1	2.5	1.5	0
12770	An online marketplace for unique products and fashion items designed by up-and-coming artists and celebrities sold with all profits going to local charities.	2	2	0	1

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
12886M	A platform for independent mechanics to schedule appointments and payments for at-home car services.	2	2	0	15
14747	A video game advertising agency that helps businesses and brand promote their products.	3	3	0	3
11476	Postmodern enterprise resource planning (ERP), enabling businesses to run more efficiently and eliminate wasteful activities.	1	1	0	3
8419M	Next-generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	4	6	2	1
8393	Business-to-business marketplace where businesses can easily find quality information technology professionals.	1	2	1	1
7117U	Data processing algorithms and curated genetic database software as a service.	27.5	27.5	0	3
11252MY	Two wheeled 'series hybrid' for developing markets.	1	1	0	0
12039U	Analytics tool that generates synthetic big data sets for healthcare.	0	0	0	0
11944M	Application showing the most fuel-efficient and fastest route to a desired destination.	2	1.5	-0.5	3
8457Y	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	0.5	3	2.5	2
11838	Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify and correct incorrect form at the point of contact.	1	2	1	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.	4	4	0	0
14691	A material innovation company supplying industrial hemp to the automotive plastics market.	5	5	0	2
11540MU	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	2	2	0	3
4341M	Scheduling and dispatch solutions for rural transit systems.	3	3	0	0
14819U	A portable system for measuring human body shapes that enables accurate measurement of clothed people.	0.5	0.5	0	0
11351	Harness for snow, surf, and land kiting.	2	2	0	0
8366YU	Physiological performance data analytics company.	5	2.5	-2.5	2
11918	Health management platform connecting patients, providers, and caregivers to effectively manage patients with chronic conditions.	2	4	2	5
7336MU	Supply chain software.	13	10	-3	0
12868U	A helmet that captures the Coronavirus at its source and draws the patient's exhaled air through a vacuum and a HEPA filter. Thus, it serves as a compact, personal negative pressure helmet device.	2	0.5	-1.5	1
12842M	Last mile robot delivery solutions.	0	7.5	7.5	0
11324M	Human behavior prediction using artificial intelligence.	4	3.5	-0.5	0
11967Y	Enhance the investment performance of institutional investors through the best execution of securities finance.	1	1	0	0
8197M	Business-to-business automotive software and hardware company.	5	5	0	1
14267U	A bio-computational tool for cell conversion and differentiation more multiple applications and markets.	3	3.5	0.5	1
14226Y	Web application that tailors to companies in search of qualified technology-based suppliers.	1	1	0	0
11880Y	In-application music discovery competitions that reward listeners for competing and discovering new music.	0.5	0.5	0	0
15107	An application for peer-to-peer tool and equipment rentals.	0	2	2	0

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	3	3	0	1
12125	Home health care management application for caregivers.	3	250	247	5
7885	Mobile and web-based applications providing on-demand lawn care and snow removal services.	7	7	0	2
12036U	An automated leasing and marketing for any property management firm to book more tours.	2	2	0	1
14668Y	Synthetic black braiding hair care that is comprised of low-quality plastics such as polyacrylamide and polyvinyl chloride (PVC).	0	2	2	4
7531YU	Lactation simulation model and a breastfeeding education application.	4	18.5	14.5	19
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	4
12902	A drug formulation to help chronic kidney disease patients.	2	2	0	0
14797MU	A hardware, software, and service that assists automated vehicle manufacturers in collecting data needed to develop and test automated driving systems.	3	1	-2	0
11735U	Live cell imaging using multiple independently controlled modules allowing multiple users at once.	1	1	0	0
14276	Clinical decision tool application streamlining doctor and patient decision making.	1	1	0	1
14687	A portable and effective tool to measure changes in reaction time and executive function for physicians.	1	1	0	1
14236U	A user interface for open source scRNA-seq analysis tools.	1	1	0	0
14689	A multi-functional microscope that reveals fundamental and structural material characteristics.	2	2	0	2
8777U	Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	3	1	-2	0
6977U	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	3.5	5	1.5	3
8132Y	DNA and bioinformatics analysis and collaboration platform.	3	1	-2	3
7375U	Mobile app for tracking and analyzing pain data.	1.5	4	2.5	3
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	2	0	5
12098M	Indoor positioning technology to provide traffic control and logistics support for hospitals and healthcare systems.	3	6	3	0
11353	Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	0	1	1	3
11367	Software for school exit loan counseling guidance process.	3	2	-1	6
11166M	Autonomous vehicles to reduce traffic congestion and improve passenger comfort.	3	12	9	5
13622	Creation of gaming software and merchandise for female audiences.	2	3.5	1.5	1
11691U	Focus on bringing the therapeutic benefits of nitric oxide to market.	15	11.5	-3.5	0
12258U	Development of a novel therapy for the treatment of acute respiratory distress (ARDS) in COVID-19 patients and beyond.	2.5	4	1.5	1
12763Y	Games as entertainment with a focus on experience.	2	2	0	0

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
11563U	Dental mirrors providing clinicians with essential indirect vision of treatment sites in all dental procedures from exams to complex surgeries.	2	1	-1	0
12884Y	Eco-friendly prescription medication bottle manufacturing.	3	4	1	0
11483	End-to-end e-commerce platform empowering social influencers 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.	2	1	-1	6
8806	Turnkey passive home entry module.	10	8	-2	7
14242U	A cloud-based computational teaching and learning platform.	2	2	0	1
11988	Scalable smart camera system that captures all objects in any sports scene, including players and officials from multiple points of view including 3-D motion.	0.5	1	0.5	4
7674	Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	1	1	0	4
12082	A human-safe germicidal light that achieves rapid sanitation without water, soap, or waste.	1	4	3	0
11105	Do it yourself financial planning in a digital platform.	2	4	2	6
11770	A revolutionary way of buying, selling, investing, and managing commercial real estate.	2	3	1	0
11895M	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements, and collaborate with suppliers in a single platform.	3	2.5	-0.5	2
11966	Accurately putt using this golf putting aide technology.	2	2	0	0
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	0.5	1	0.5	1
12190	Makes control data easy and accessible to build predictive economic models.	1	1	0	1
11978U	A data service company that provides analysis and forward-looking recommendations based on existing small restaurants' data through data-driven algorithms.	4.5	4.5	0	0
11753MU	We build and deploy robotic platforms for providing safe and scalable last mile goods delivery in urban areas.	11	11	0	0
12109	A marketing company that offers software as a service to facilitate the exchange of ideas and products through relationships.	2	2	0	2
11335M	Method to evaluate the safety of an autonomous vehicle.	1	1	0	1
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	2	2	0	2
8797	Off-the-shelf machine learning applications.	3	31	28	6
11708U	An automation software company that has software algorithm that doubles the speed of 3-D printers via vibration compensation.	1.5	2	0.5	0
11148MU	3D print heads for multi-material & high-resolution printed electronics.	1	1	0	0
15090	Digital health and education company with a proven program to reduce weight and thus improved non-alcoholic fatty liver disease (NAFLD) for its members.	3	4	1	5
11212Y	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2	2	0	3

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
11641	Analyzes organizations against the industry to identify gaps and create an effective communication tool set to inform Senior Leadership of your organization.	2	2	0	0
14704	An artificial intelligence tool to develop traveler profiles for recommended trips.	4	5	1	1
11985Y	Self-contained, pre-engineered, and pre-configured, mobile solar nano grids with a variety of solutions inside the Nano grid.	5	6	1	1
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers.	0.5	1	0.5	0
13633	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.	0.5	0.5	0	0
11736YU	Implantable porous polymeric disc that accumulates metastatic cancer cells in patients who are in remission.	3	3	0	0
10191U	Wireless link that offers fiber-like speeds for the back haul and last-mile connection in the network.	2	2	0	2
8189M	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	7	9	2	3
15179	Capital and technology enabled platform that will aid tenants, help them preserve their capital, and win landlords more lease deals.	2	2	0	0
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	2.5	2	-0.5	6
12090U	A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication.	1	1	0	2
12869	Regenerative peripheral nerve interface (RPNI) for prosthetic technologies.	1	1	0	0
8591	Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence (WPV) prevention and active shooter preparedness.	1	2	1	1
12929MY	A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto businesses to share their cars, passion, auto skills, or expertise with guests.	0.5	1	0.5	5
12119	Cybersecurity software.	5	5	0	0
11943	UVC light and ozone treatment laundry unit and hands.	1	1	0	0
14238	A platform for students and members for recruiting, events, and club information for student engagement.	3	3	0	6
7194M	Transporting supplies for rural healthcare via UAV.	14	3	-11	6
7131	An education and evaluation application to reduce high diagnostic error rates.	2	2	0	2
12864	Desktop and mobile application for input and output of virtual ensemble performances.	3	3	0	3
11977U	Interactive headphones that allow the user to unlock or send macros to their devices.	1	1	0	0
8543MU	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	10	4	-6	0
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	2.5	0.5	0

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
11862U	A mobile application delivering Cognitive Behavioral Therapy to the hands of the people who need it most.	5	4	-1	1
4185U	Works with manufacturers to choose the right wireless power technology and integrate it with their product.	0.5	0.5	0	2
13621U	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.	0.5	0.5	0	1
11960Y	Background check for customers who use online services.	4	2.5	-1.5	0
11634M	Higher energy density battery that is non-flammable and cost less.	5	5	0	2
11850	A cloud based robo-advisory platform for commodity hedging.	1	1	0	1
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.	3	3	0	4
<b>157 Companies Total (31 Mobility, 17 Ypsilanti, 48 University)</b>		<b>465</b>	<b>807.5</b>	<b>342.5</b>	<b>307</b>

## Appendix B: Entrepreneur Boot Camp Companies Served

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
14736	A low-code cloud software platform which software products can be rapidly built and iterated.	1	2	1	1
14731U	Measurement of charged particles present in the solar system.	1.5	1	-0.5	0
14762	Prayer tracker application for accountability and connection.	1	1	0	0
14698	A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience.	2	2.5	0.5	1
14230	An e-commerce solution that reduces abandoned online shopping carts by enabling shoppers to have a single shopping profile.	1.5	1.5	0	0
14243	A service through an application for DIY people to connect with people from design to products for projects.	1	1	0	1
14261U	A platform to help teachers easily collect recurring and data driven feedback from students.	0.5	0.5	0	0
14747	A video game advertising agency that helps businesses and brands promote their products.	3	3	0	3
14783	Pressure and contact sensors for real-time feedback on skills, techniques, and tendencies in hockey.	3	3	0	2
12924	Mechatronic solutions around issues of clean water availability using a solar concentrate.	1	1.5	0.5	0
14276	Clinical decision tool application streamlining doctor and patient decision making.	1	1	0	1
14237	An educational gaming platform by turning ordinary math exercises into arcade and 3-D games.	1	1	0	1
14236U	A user interface for open source scRNA-seq analysis tools.	1	1	0	0
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	2	0	5
14242U	A cloud-based computational teaching and learning platform.	2	2	0	1

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
11895M	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements, and collaborate with suppliers in a single platform.	2.5	2.5	0	2
12937Y	A self-sanitizing door handle by ultraviolet (UV) light.	3	3	0	0
14223	Software for indie game development with multiplayer networking and production of in-house games.	1	1	0	0
14781	An algorithm that helps increase financial literacy to low-income households.	2.5	2.5	0	3
14244	Virtual learning platform for easier interaction in a college environment.	3	3	0	0
12929MY	A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto businesses to share their cars, passion, auto skills, or expertise with guests.	1	1	0	5
14793	An application that utilizes data on personal patterns and evaluate interventions for mental wellness.	0	0	0	0
7131	An education and evaluation application to reduce high diagnostic error rates.	1	2	1	2
14269M	One-way clutch that eliminates friction.	1	1	0	0
12935M	An electronic vehicle with tandem seating replica of a motorcycle.	1	1	0	12
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.	0	3	3	4
<b>26 Companies Total (4 Mobility, 3 Ypsilanti, 4 University)</b>		<b>38.5</b>	<b>44</b>	<b>5.5</b>	<b>44</b>

## Appendix C: Incubator Companies Served

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
11701M	Mobile application for autonomous vehicles and pedestrians to help avoid collisions.	1	6	5	3
11893M	Developing a level 4 autonomous bus platform for vehicle manufacturers and organizers who plan to operate an autonomous fleet.	2	2	0	0
12146	A medical technology company that creates easy-to-use respiratory therapy device designed for premature newborns.	1	1	0	0
8255Y	Communications software for business-to-business or business-to-consumer.	3	4	1	5
4803U	An intuitive integrated display that retrieves medical data.	6	6	0	1
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	4	0	0
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	2	2.5	0.5	1
14731U	Measurement of charged particles present in the solar system.	1.5	1	-0.5	0
11172Y	Pharmaceutical to treat NASH and vascular anomalies.	1	1	0	0
14252M	High-definition maps for simulation.	25	25	0	0
8636Y	Guided meditation and respiratory biofeedback application.	2	2	0	3



Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
11661M	Industry 4.0, smart inspection for manufacturing.	1	3	2	1
585	Software development with biostatistics and spatial epidemiology.	3	3	0	0
14698	A music streaming service designed to compensate artists better and deliver fans a uniquely intimate listening experience.	2	2.5	0.5	1
15113M	Electric bike manufacturer.	1	1	0	0
8631Y	Productizing marketing growth tools.	2	2	0	0
13624Y	An application that brings price transparency to the liquor industry.	2	2	0	1
8912Y	Digital offering that seamlessly transitions Instagram users (who express interest in an item), from a viewer position to a shopping position.	1	2	1	3
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language, and preferences.	3.5	2	-1.5	0
11807YU	A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	2	2	0	0
11164	Low-cost capnography device with continuous remote-monitoring capabilities to improve outcomes and lower the cost of care for cardio-respiratory patients.	5	5	0	2
12040	Performance disposable instrument used in cardiac bypass surgery.	2	0.5	-1.5	0
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	1	2	1	3
8769	Automated legal document generation software.	1	1	0	4
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	2	2.5	0.5	3
12250M	Subscription-based charging solution for electric vehicles.	2	1	-1	0
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.	3.5	4	0.5	3
8588	An investment vehicle to purchase a small business.	1	1	0	0
12043	Education platform that allows teachers to upload lessons and projects, monitor progress, and guide students.	7	3	-4	2
15159	Helps healthcare companies know what germs are growing in their clinical environments.	1	1	0	2
8534	New chemical entity to treat Metabolic Syndrome and Type II diabetes.	2	1	-1	2
11723MY	A vibrating seat belt strap designed to prevent people from falling asleep while driving.	3	3	0	1
13635	A SaaS company that targets the use of wearable sensors and related data analyses to identify COVID-19 infection early before symptoms are apparent.	1	1	0	3
13680	A centralized portal for individuals to action their rights and view the locations in which personal data has been provided to companies.	3	6	3	3
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	2	1	-1	5
12112	An on-farm mycotoxin monitoring system that will allow livestock and dairy farmers to preemptively detect and remove contaminated animal feed.	2.5	2.5	0	0

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
3965Y	Window products that let air in but keep the rain out.	1	1	0	1
11476	Postmodern enterprise resource planning (ERP), enabling businesses to run more efficiently and eliminate wasteful activities.	1	1	0	3
8419M	Next-generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	5	6	1	1
8050	Employee engagement SaaS app.	8	12	4	0
11672Y	Reduce childhood obesity by developing a classroom fitness application.	0.5	1	0.5	1
11252MY	Two wheeled 'series hybrid' for developing markets.	1	1	0	0
8457Y	A music technology company that provides 24/7 self-service music rehearsal and electronic production rooms studio space.	1.5	3	1.5	2
11838	Helps to protect the athlete through a neuromuscular training methodology that immediately provides a player and coach the ability to identify and correct incorrect form at the point of contact.	1	2	1	0
14691	A material innovation company supplying industrial hemp to the automotive plastics market.	2	5	3	2
11540MU	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	2	2	0	3
7940MY	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	3	2	-1	0
15196	A children's app aimed at fostering social and emotional intelligence to 3 to 7-year-olds in the U.S.	3	3	0	1
15255	Digitization of an existing professional internal auditing methodology.	2	2	0	0
7336MU	Supply chain software.	15	10	-5	0
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	4.5	0	3
12842M	Last mile robot delivery solutions.	2	7.5	5.5	0
11324M	Human behavior prediction using artificial intelligence.	3.5	3.5	0	0
11967Y	Enhance the investment performance of institutional investors through the best execution of securities finance.	1	1	0	0
11951	A computer vision platform tool that error-proofs manufacturing processes and tracks body posture and movement to give assembly operators real-time feedback.	7.5	9	1.5	4
14226	Web application that tailors to companies in search of qualified technology-based suppliers.	1	1	0	0
11880Y	In-application music discovery competitions that reward listeners for competing and discovering new music.	0.5	0.5	0	0
15107	An application for peer-to-peer tool and equipment rentals.	2	2	0	0
1782Y	Laser imaging systems integrator, for combustion diagnostics, materials, and spectroscopic analysis.	6	7	1	3
14668Y	Synthetic black braiding hair care that is comprised of low-quality plastics such as polyacrylamide and polyvinyl chloride (PVC).	2	2	0	4
11635	A one-stop shop where customers can purchase all of their nightlife products in one place.	6	7	1	200
7531YU	Lactation simulation model and a breastfeeding education application.	5	18.5	13.5	19
8885Y	Streetwear clothing company.	3	3	0	0

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
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	4
11806U	Powerful diagnostic test for prostate cancer that measures levels T2:ERG and PCA3 in urine.	1	117	116	10
12902	A drug formulation to help chronic kidney disease patients.	2	2	0	0
14829	Training tool for medical purposes.	1	1	0	1
14276	Clinical decision tool application streamlining doctor and patient decision making.	1	1	0	1
6977YU	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	3	5	2	3
8132Y	DNA and bioinformatics analysis and collaboration platform.	3	1	-2	3
5634U	Multi-sided reviews platform that allows users and restaurants to discover and engage each other.	3	2	-1	1
6835M	Combustion cycle and injection technology.	19	30	11	0
11691U	Focus on bringing the therapeutic benefits of nitric oxide to market.	15	11.5	-3.5	0
11248	Money transfer service.	1	1	0	3
12857Y	Matches technologists and organizations in need of technological assistance creating projects.	0.5	1.5	1	0
11953Y	Test technology for color measurement in paint for quality control.	1	1	0	1
12884Y	Eco-friendly prescription medication bottle manufacturing.	2.5	4	1.5	0
11483	End-to-end e-commerce platform empowering social influencers 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.	2	1	-1	6
8806	Turnkey passive home entry module.	6	8	2	7
11738	Protects the shipment of B2B parcels via its IoT-enabled, reusable, traceable, and secure packaging solution.	3	5	2	12
6407	Home care assistant services for household duties to light non-medical personal care applicants.	1	1	0	0
11105	Do it yourself financial planning in a digital platform.	1	4	3	6
9936	Disposable oxygenating technology that can be integrated into existing dressings/therapies.	2	3	1	3
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions.	1	4	3	1
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	2	2	0	1
11770Y	A revolutionary way of buying, selling, investing, and managing commercial real estate.	3	3	0	0
11895M	A cloud-based platform that enables automotive companies to effectively manage their pre-production operations, meet customer requirements, and collaborate with suppliers in a single platform.	2.5	2.5	0	2
12937Y	A self-sanitizing door handle by ultraviolet (UV) light.	3	3	0	0
11966	Accurately putt using this golf putting aide technology.	2	2	0	0
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	2	1	-1	1
12190	Makes control data easy and accessible to build predictive economic models.	1	1	0	1

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
14804YU	An automated software bot technologies company that develops artificial intelligence enabled software refactoring products.	2	2	0	1
11335M	Method to evaluate the safety of an autonomous vehicle.	1	1	0	1
12903	A holistic financial platform tailored to couples for better expense sharing and payments.	0	2	2	2
8797	Off-the-shelf machine learning applications.	7.5	31	23.5	6
7754U	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	7	7	0	3
11312Y	Decentralized cryptocurrency exchange.	1	1	0	0
15090	Digital health and education company with a proven program to reduce weight and thus improved non-alcoholic fatty liver disease (NAFLD) for its members.	0.5	4	3.5	5
11212Y	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2	2	0	3
10190	Visual recognition and machine learning technology utilizes a knowledge base that correlates body shape and proportion to silhouette and design to automatically curating clothing assortments into custom boutiques built for each shopper's shape and proportion.	7	7.5	0.5	0
12179	Allows enterprises to move data around with complex rules and engineers.	1	1	0	1
8776U	Custom computing solutions for genomics applications.	5.5	5.5	0	0
11865	Ad tech platform that makes local advertising faster, less expensive, and more accountable.	3	3	0	0
11985Y	Self-contained, pre-engineered, and pre-configured, mobile solar nano grids with a variety of solutions inside the Nano grid.	5	6	1	1
2203	Online furniture inventory management that allows targeted retailer interaction.	8	8	0	2
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks, and tasers.	1	1	0	0
11736YU	Implantable porous polymeric disc that accumulates metastatic cancer cells in patients who are in remission.	3	3	0	0
8627	TIE Angel Group.	1	1	0	5
8189M	Unmanned aerial vehicles (UAVs) to detect methane at solid waste landfills.	7	9	2	3
15179	Capital and technology enabled platform that will aid tenants, help them preserve their capital, and win landlords more lease deals.	2	2	0	0
11541M	SaaS platform which allows authenticated revenue generating subscriptions to smart road services.	1	2	1	6
7777M	SaaS enabled ride-sharing platform.	1	1	0	1
12090U	A sensor, cloud-based data management and analytics system application component for athlete's interaction and communication.	1	1	0	2
12911	Works with organization's cross-functional leadership teams to translate existing (or enhanced) data, insights, and institutional knowledge into a readily actionable experience design strategy that unleashes new sources of revenue in both the near- and longer-term.	1	1	0	2

Uniq ID	Account Description	Retained FTEs	Current FTEs	New FTEs	1099s
12070M	An automotive clean-tech company from Finland that designs, manufactures, and sells technology that enables the use of biofuel in gasoline and hybrid vehicles and other machinery.	1	1	0	0
11866Y	Platform that makes it easy to create and deploy web applications at scale.	1	0	-1	0
11864	Mobile app that allows constituents to contact their local, state, and federal public officials.	1	1	0	0
12929MY	A platform for car enthusiasts and auto businesses to experience activities like tours, workshops, events, or adventures around individuals or auto businesses to share their cars, passion, auto skills, or expertise with guests.	1	1	0	5
8143M	Secure vehicle data harvesting product.	4	1	-3	0
14794U	A dynamic standing desk aimed at combating sedentariness and promoting physical activity in the office space.	1	1	0	1
7131	An education and evaluation application to reduce high diagnostic error rates.	1	2	1	2
11831Y	Provides chronic pain specialists with quantitative evaluations on treatment performance to help optimize the long-term care of patients.	1	1	0	0
8323M	System for recording, displaying and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	27	1	-26	0
8543MU	Novel video analytics capability for public safety and automotive companies to service their video analytics needs.	4	4	0	0
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
11373	Software development studio with a focus on digital games, entertainment, and tools.	1	0	-1	2
15266	A unified multi-facing ecosystem that handles the entirety of an individual's life.	4	3	-1	1
11960	Background check for customers who use online services.	2.5	2.5	0	0
11850	A cloud based robo-advisory platform for commodity hedging.	0	1	1	1
<b>129 Companies Total (26 Mobility, 34 Ypsilanti, 18 University)</b>		<b>403</b>	<b>572</b>	<b>169</b>	<b>422</b>

## Appendix D: Strategic Marketing and Communication Services

Uniq ID	Marketing Strategy Type	New Company	Sessions
11166M	Marketing needs assessment and marketing referral.	1	2
11252MY	Strategic marketing session.		1
11320	Internal account collaboration, marketing needs assessment, marketing resources and educational materials, and strategic marketing session.		4
11350M	Marketing needs assessment and marketing resources and educational materials.	1	2
11606Y	Internal account collaboration, marketing referral, marketing resources and educational materials, and strategic marketing session.		5
11661M	Content review and edits, marketing needs assessment, and marketing referral.	1	3
11672Y	Marketing needs assessment and marketing referral.	1	2

Uniq ID	Marketing Strategy Type	New Company	Sessions
11708U	Marketing needs assessment.	1	1
11747	Content development.		1
11801	Marketing needs assessment.	1	1
11859	Content review and edits and strategic marketing session.		2
11862U	Marketing resources and educational materials and strategic marketing session.		5
11880Y	Marketing referral and strategic marketing session.		2
11954	Marketing needs assessment.	1	1
11985Y	Content development, internal account collaboration, marketing referral, and strategic marketing session.		4
12030	Content development, marketing referral, and strategic marketing session.		8
12036U	Marketing resources and educational materials and strategic marketing session.		4
12098M	Content development, content review and edits, and strategic marketing session.		6
12134U	Marketing needs assessment and marketing referral.	1	3
12763Y	Content review and edits, marketing referral, and strategic marketing session.		6
12775	Marketing needs assessment and strategic marketing session.	1	2
12840MU	Content review and edits, internal account collaboration, marketing needs assessment, marketing referral, and strategic marketing session.	1	8
12842M	Content review and edits, internal account collaboration, marketing needs assessment, marketing resources and educational materials, and strategic marketing session.	1	11
12864	Content development, content review and edits, marketing needs assessment, marketing referral, and strategic marketing session.	1	8
12868U	Marketing needs assessment.		1
12929MY	Content review and edits, internal account collaboration, marketing needs assessment, marketing referral, marketing resources and educational materials, and strategic marketing session.	1	15
12937	Marketing referral.		1
13621U	Marketing needs assessment.	1	1
13622	Marketing needs assessment, marketing resources and educational materials, and strategic marketing session.	1	8
13633	Marketing needs assessment, marketing referral, and strategic marketing session.	1	4
13680	Content development, marketing needs assessment, marketing referral, marketing resources and educational materials, and strategic marketing session.	1	12
14238	Marketing needs assessment, marketing resources and educational materials, and strategic marketing session.	1	8
14242U	Marketing needs assessment and marketing referral.	1	2
14267U	Marketing needs assessment, marketing referral, and strategic marketing session.	1	5
14668Y	Marketing needs assessment, marketing referral, and strategic marketing session.	1	3
14689	Marketing needs assessment and marketing referral.	1	2
14698	Content development, marketing needs assessment, marketing resources and educational materials, and strategic marketing session.	1	5
14712	Content development, marketing needs assessment, and strategic marketing session.	1	4
14747	Content review and edits, marketing needs assessment, marketing resources and educational materials, and strategic marketing session.	1	5

Uniq ID	Marketing Strategy Type	New Company	Sessions
14781Y	Marketing needs assessment, marketing resources and educational materials, and strategic marketing session.	1	9
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
15135U	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
2203	Content development, content review and edits, and strategic marketing session.		7
6545	Content development.		1
6977YU	Content development, content review and edits, marketing resources and educational materials, and strategic marketing session.		69
7131	Content development, content review and edits, marketing needs assessment, marketing referral, and strategic marketing session.	1	14
7531YU	Marketing resources and educational materials, and strategic marketing session.		2
7876U	Marketing needs assessment.	1	1
8255Y	Content review and edits and strategic marketing session.		13
8393	Content review and edits and strategic marketing session.		7
8457Y	Marketing referral and strategic marketing session.		3
8591	Marketing needs assessment.	1	1
8636Y	Marketing resources and educational materials.		1
8769	Content development, content review and edits, marketing referral, marketing resources and educational materials, and strategic marketing session.		42
8806	Content development.		2
9137	Marketing needs assessment.	1	1
<b>59 Companies Total (8 Mobility, 14 Ypsilanti, 13 University)</b>		<b>35</b>	<b>354</b>

## Appendix E: Microloan Program

The table below lists all companies that received a Microloan from the start of the program through June 30, 2021. The Microloan program was discontinued as of June 30, 2017, and we are only monitoring portfolio returns this year.

Out of the 42 companies that have received a microloan, 27 are now out of business. Of the 42 companies, only 5 responded to the annual survey including one out of business resulting in a 12% response rate.

<b>Number of loans currently outstanding:</b>	<b>9</b>
Current total loan amount outstanding	\$423,767.00
Loan amounts repaid this fiscal year	\$36,000
Loans written off this fiscal year	\$89,230.00
Cumulative Jobs retained	113
Cumulative net Jobs created	110
Payment made back to LDFA this fiscal year	\$36,002.72
<b>Current balance of the microloan account</b>	<b>\$10,000</b>

## Appendix F: Tables

### F:1 Annual Served Metrics

FY 2020-2021 LDFA	Companies Served	Retained FTE	Current FTE	New FTE	Average New FTE's
City of Ann Arbor	156	530.5	829	298.5	1.91
City of Ypsilanti	16	46	48.5	2.5	
Out of Service Area	41	120.5	247.5	127	
Business Closed	14	23			
No Legal Entity	3	9	9.5	0.5	In Business
<b>Total</b>	<b>230</b>	<b>729</b>	<b>1,134.5</b>	<b>428.5</b>	<b>216</b>
			Net	405.5	94%

### F:2 Cumulative Served Metrics

FY 2016-2021 LFDA	Companies Served	Retained FTE	Current FTE	New FTE	In Business
City of Ann Arbor	257	892.5	1,661.5	769	399
City of Ypsilanti	18	50	56.5	6.5	84%
Out of Service Area	112	412.5	1011	599	
Business Closed	76	155			
No Legal Entity	12	23	28	5	
<b>Total</b>	<b>475</b>	<b>1,533</b>	<b>2,757</b>	<b>1,379</b>	
			Net	1,224	



## 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.