

LDFA REPORT 2019 - 2020

ANN ARBOR/YPSILANTI SMARTZONE

Q1

138 COMPANIES
SERVED

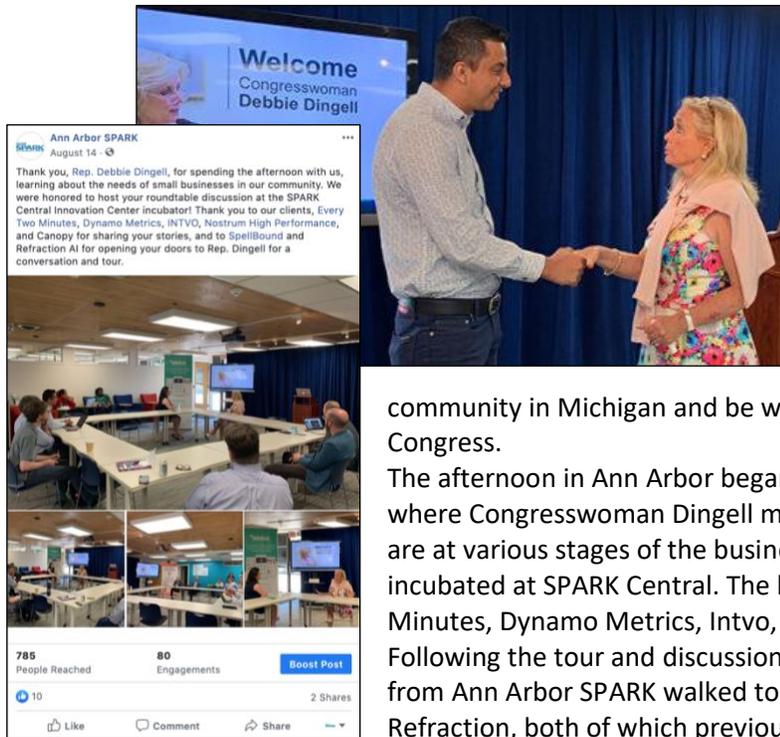
313.5 JOBS
CREATED

9 COMPANIES
CREATED

\$11M FUNDS
RAISED
INVESTMENTS & GRANTS

\$524K
DIRECT SUPPORT

Congresswoman Debbie Dingell Tours Ann Arbor SPARK, Meets with Local Small Businesses



On August 14, Congresswoman Debbie Dingell took a tour of Ann Arbor SPARK to meet with local small businesses in various stages of development, as well as economic development experts who help local businesses mature. The Congresswoman discussed topics of importance to local entrepreneurs so she can better understand the issues facing the small business

community in Michigan and be well informed to fight for their issues in Congress.

The afternoon in Ann Arbor began at SPARK's Central Innovation Center, where Congresswoman Dingell met with five different companies who are at various stages of the business development process and are being incubated at SPARK Central. The businesses she met with are Every Two Minutes, Dynamo Metrics, Intvo, Nostrum Energy, and Ploria.

Following the tour and discussion, Congresswoman Dingell and leaders from Ann Arbor SPARK walked to two companies, Spellbound AR and Refraction, both of which previously received accelerator services from

SPARK.

2019 Fellows for NPR's 'How I Built This' Summit to Include Every Two Minutes Founder Erin Rose

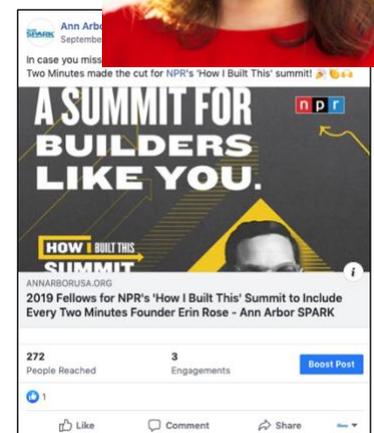
NPR's second annual How I Built This Summit with Guy Raz announced its 2019 fellows this week. Among the 60 individuals selected was **Erin Rose, founder and CEO of the Ann Arbor-based startup Every Two Minutes.**

The How I Built This Fellowship is an opportunity for innovators at any stage of their entrepreneurial journey to attend the summit and gain resources to help them succeed in their business ventures.

This year's How I Built This Fellows cohort will form a professional support network at the summit on October 22 and 23, supported by American Express at San Francisco's Yerba Buena Center for the Arts. The How I Built This Fellowship seeks to discover, empower and elevate promising entrepreneurs with innovative business ideas, perseverance and grit.

"Being accepted as one of the 2019 summit fellows is a huge honor," said Rose, founder and CEO of Every Two Minutes. "I have listened to How I Built This with Guy Raz since it launched in 2016, and it is surreal to think about being in the same room with Guy and many of the entrepreneurs he interviews. I have gained so much from this podcast, and I can only imagine what is in store for me at the Summit."

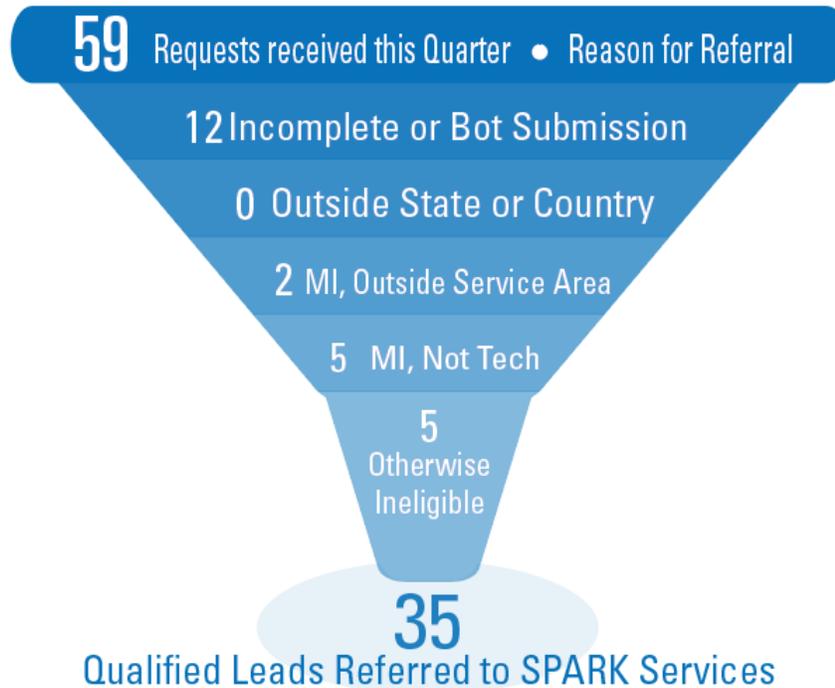
The How I Built This Fellowship includes a complimentary ticket to the Summit, an in-person workshop for Fellows before the Summit, reserved seating for the Summit's main stage programming, post-Summit educational resources, and access to an expanded professional network of previous HIBT Fellows and Summit attendees.



Ann Arbor-Ypsilanti SmartZone Local Development Finance Authority

Ann Arbor SPARK Quarterly Report: July 1, 2019 – September 30, 2019

Business Accelerator Intake – Phase I



Companies Created

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

Uniq ID	Description
11628	Marketplace for aircraft sales.
11807	A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).
11791	Addresses disruptive CO2 emissions convert into hydrocarbon fuels.
8419	Next-generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.
11735	Live cell imaging using multiple independently controlled modules allowing multiple users at once.
6835	Combustion cycle and injection technology.
11148	3D printheads for multi-material and high-resolution printed electronics.

Uniq ID	Description
11736	Implantable porous polymeric disc that accumulates metastatic cancer cells in patients who are in remission.
11850	A cloud based robo-advisory platform for commodity hedging.
Total 9 Companies	

Boot Camp

None during this quarter.

Business Acceleration

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

- M = Mobility Company
- Y = Ypsilanti Company
- U = University of Michigan affiliated

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

Uniq ID	Company Description	FTEs	Billed Support
11120U	Cross-MBA trips for students from several universities before their MBA program begins.	2	\$400.00
Total 1 Company		2	\$400.00

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

Company Description	Project Description	FTEs	Billed Support
233		1	\$1,983
Treatment for the antibiotic-resistant intestinal disease known as Clostridium difficile.	Prepare test article for animal testing.	1	\$1,958
Treatment for the antibiotic-resistant intestinal disease known as Clostridium difficile.	Prepare compound for testing.	1	\$25
11105		2	\$6,722
Do it yourself financial planning in a digital platform.	Regulatory compliance.	2	\$100
Do it yourself financial planning in a digital platform.	Customer service agreement, financial institutions template, non-financial institutions template, partnership agreement, equity incentive plan, capital raise documentation for second round.	2	\$3,289

Company Description	Project Description	FTEs	Billed Support
Do it yourself financial planning in a digital platform.	Two trademark applications. One for word mark, second for logo.	2	\$551
Do it yourself financial planning in a digital platform.	Regulatory compliance.	2	\$650
Do it yourself financial planning in a digital platform.	Customer service agreement, financial institutions template, non-financial institutions template, partnership agreement, equity incentive plan, capital raise documentation for second round.	2	\$2,133
11147		2	\$5,679
Autonomous drone designed to find a person overboard and to let them know that help is coming.	Provisional patent application.	2	\$5,500
Autonomous drone designed to find a person overboard and to let them know that help is coming.	Corporate formation.	2	\$179
11148 MU		1	\$2,700
3D printheads for multi-material and high-resolution printed electronics.	Review of licensing agreement with UM including term sheet.	1	\$2,700
11164		5	\$3,117
Low cost capnography device with continuous remote-monitoring capabilities to improve outcomes and lower the cost of care for cardio-respiratory patients.	Seed round funding documentation; employee, service, and advisory board agreements.	5	\$3,117
11172 Y		0.5	\$4,415
Pharmaceutical to treat NASH and Vascular anomalies.	Designing and executing the optimal Phase 1 Multidose Ascending Study (MAD) and the optimal Phase 2 proof-of-concept clinical (PoC).	0.5	\$900
Pharmaceutical to treat NASH and Vascular anomalies.	Research proper tax compliance for the Japanese and US entities.	0.5	\$1,085
Pharmaceutical to treat NASH and Vascular anomalies.	Research proper tax compliance for the Japanese and US entities.	0.5	\$2,430
11212 Y		2	\$5,450
A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	Contracts and terms and conditions engagement.	2	\$900
A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	New website launch, security documentation, and backend/frontend software development.	2	\$4,550
11252 MY		1	\$1,500
Two wheeled 'series hybrid' for developing markets.	Formation and registration of business.	1	\$95

Company Description	Project Description	FTEs	Billed Support
11312 Y		1	\$9,013
Decentralized cryptocurrency exchange.	Patent application.	1	\$5,600
Decentralized cryptocurrency exchange.	Patent application.	1	\$2,100
Decentralized cryptocurrency exchange.	Patent application.	1	\$1,313
11324 M		4.5	\$7,304
Human behavior prediction using artificial intelligence.	Operating agreement and customer service agreement.	4.5	\$1,304
Human behavior prediction using artificial intelligence.	Operating agreement and customer service agreement.	4.5	\$2,127
Human behavior prediction using artificial intelligence.	Operating agreement and customer service agreement.	4.5	\$3,874
11344		4.5	\$117
Algorithmic water beta platform to directly price and index water risk in financial portfolios.	C corporation conversion, term sheet development for seed round, external advisor agreements, and key partner due diligence.	4.5	\$117
11350 M		5	\$10,000
Autonomous last mile delivery trailer.	Realistic simulation testing in hospital environment.	5	\$10,000
11353		1	\$2,208
Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	Legal services working with UM to get a licensing agreement in place, finalize a cap table, and to put together a contract with a potential customer.	1	\$1,130
Low-cost full-page tactile display for blind people that would enable true digital access to tactile information.	Legal services working with UM to get a licensing agreement in place, finalize a cap table, and to put together a contract with a potential customer.	1	\$1,078
11367		2	\$22,000
Software for school exit loan counseling guidance process.	Business intelligence tool, customer support integration, transactional emails, front-end and back-end productionize, browser compatibility testing, integration, system monitoring, and alerting capabilities.	2	\$4,000
Software for school exit loan counseling guidance process.	Business intelligence tool, customer support integration, transactional emails, front-end and back-end productionize, browser compatibility testing, integration, system monitoring, and alerting capabilities.	2	\$4,000

Company Description	Project Description	FTEs	Billed Support
Software for school exit loan counseling guidance process.	Business intelligence tool, customer support integration, transactional emails, front-end and back-end productionize, browser compatibility testing, integration, system monitoring, and alerting capabilities.	2	\$6,000
Software for school exit loan counseling guidance process.	Business intelligence tool, customer support integration, transactional emails, front-end and back-end productionize, browser compatibility testing, integration, system monitoring, and alerting capabilities.	2	\$4,000
Software for school exit loan counseling guidance process.	Business intelligence tool, customer support integration, transactional emails, front-end and back-end productionize, browser compatibility testing, integration, system monitoring, and alerting capabilities.	2	\$4,000
11376		6	\$3,150
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.	Data ingestion fix.	6	\$3,150
11483		2	\$7,886
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 & engaged followers and monetize them into customers.	Validate technology required to integrate with Shopify.com.	2	\$7,886
11536		2	\$338
A budgeting application that offers simple budgeting concepts for someone who is a new budgeter or seasoned budgeting veteran.	Legal formation.	2	\$338
11540 MU		2	\$1,601
Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	Legal Formation, operating agreement, and negotiating UM license.	2	\$1,601
11560		1	\$3,500
A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	Job search for software developer.	1	\$3,500

Company Description	Project Description	FTEs	Billed Support
11564 M		1	\$5,000
Provides 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.	Website redesign and branding.	1	\$5,000
11590		2	\$9,955
Increase in-person interaction within the gaming world as well as a marketplace for players to trade surplus.	Product strategy and enhancements.	2	\$3,448
Increase in-person interaction within the gaming world as well as a marketplace for players to trade surplus.	Product strategy and enhancements.	2	\$4,166
Increase in-person interaction within the gaming world as well as a marketplace for players to trade surplus.	Product strategy and enhancements.	2	\$2,340
11606 Y		2	\$3,400
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.	Establish brand personality, create brand story, and create a brand ad campaign including SEO and PPC approach.	2	\$1,800
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.	User interface experience services.	2	\$1,600
11628		1	\$103
Marketplace for aircraft sales.	Corporate formation and legal counseling.	1	\$103
11641		2	\$964
Analyzes organizations against the industry to identify gaps and create an effective communication tool set to inform senior leadership of your organization.	Legal services, terms of service.	2	\$500
Analyzes organizations against the industry to identify gaps and create an effective communication tool set to inform senior leadership of your organization.	Legal formation.	2	\$464

Company Description	Project Description	FTEs	Billed Support
11736 U		3	\$313
Implantable porous polymeric disc that accumulates metastatic cancer cells in patients who are in remission.	Corporate formation.	3	\$313
11807 YU		2	\$550
A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	Corporate formation, licensing from Michigan's OTT, and counseling.	2	\$550
3965 Y		1	\$19,200
Window products that let air in but keep the rain out.	Prepare new patent applications and amendments.	1	\$19,200
6835 M		19	\$3,323
Combustion cycle and injection technology.	Website enhancements project management and ongoing support with analytics and hosting.	19	\$3,323
7201		1	\$2,000
Provides quality analytics and initiative programs for improved compliance to accepted standards of clinical care.	Legal contracts for health IT, securities, data security and fund raising.	1	\$2,000
7531 YU		3.5	\$2,670
Lactation simulation model and a breastfeeding education app.	Website design, maintenance and updates.	3.5	\$1,500
Lactation simulation model and a breastfeeding education app.	Video marketing and production prep for social media, website, and email rollout.	3.5	\$480
Lactation simulation model and a breastfeeding education app.	Video marketing and production prep for social media, website, and email rollout.	3.5	\$210
Lactation simulation model and a breastfeeding education app.	Video marketing and production prep for social media, website, and email rollout.	3.5	\$480
7656		2	\$2,550
Platform matching corporations and law firms with vendors who provide ancillary legal services.	Implement UX/UI improvements based on customer feedback.	2	\$2,550
7674		3	\$581
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Trade secret and copyright protection, employment contracts, options agreements, master license agreement.	3	\$68
Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	Trade secret and copyright protection, employment contracts, options agreements, master license agreement.	3	\$514

Company Description	Project Description	FTEs	Billed Support
7704 U		1.5	\$11,978
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring and analysis.	Stock option plan, convertible documentation, C corporation switch, and related investor negotiations.	1.5	\$5,327
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring and analysis.	Stock option plan, convertible documentation, C corporation switch, and related investor negotiations.	1.5	\$1,820
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring and analysis.	Stock option plan, convertible documentation, C corporation switch, and related investor negotiations.	1.5	\$2,727
Computer vision-based phone or tablet-based application for construction workers' safety and ergonomics monitoring and analysis.	Stock option plan, convertible documentation, C corporation switch, and related investor negotiations.	1.5	\$2,105
7815 U		1	\$3,400
Online learning platform for contract lawyers.	Create buyer persona, establish a new homepage, set up Google ad campaigns, create content strategy.	1	\$1,500
Online learning platform for contract lawyers.	Create buyer persona, establish a new homepage, set up Google ad campaigns, create content strategy.	1	\$1,500
Online learning platform for contract lawyers.	Wire frame process for content requirements and page structure. UI design of main products page and product subpage template.	1	\$400
8132 Y		3	\$5,000
DNA and bioinformatics analysis and collaboration platform.	Business, product, and marketing viability support and consulting.	3	\$2,000
DNA and bioinformatics analysis and collaboration platform.	Business, product, and marketing viability support and consulting.	3	\$3,000
8143 M		6	\$6,000
Secure vehicle data harvesting product.	Product and firmware authentication development and customization.	6	\$6,000
8255 Y		3	\$1,600
Communications software for B2B or B2C.	Brand strategy, identity development, and implementation.	3	\$1,600
8364 U		2	\$4,200
Programming language for computer numeric control manufacturing.	Finalizing note financing. Supporting for the ModuleWorks OEM contract (including review by an attorney familiar with German law) and revisions. Drafting a new TOS for service.	2	\$4,200

Company Description	Project Description	FTEs	Billed Support
8366 YU		5	\$11,840
Physiological performance data analytics company.	Provide technical implementation of Zephyr units, integration of athlete app, monitor data flows and run analytics.	5	\$3,080
Physiological performance data analytics company.	Develop data interfaces to three additional sensor solutions.	5	\$3,120
Physiological performance data analytics company.	Develop data interfaces to three additional sensor solutions.	5	\$4,400
Physiological performance data analytics company.	Provide technical implementation of Zephyr units, integration of athlete app, monitor data flows and run analytics.	5	\$1,240
8380		4	\$1,500
Secure tele-pathology platform for digital microscopy.	Financial consulting and support for converting from an LLC to C-Corp. Financial projections for open source pivot, including NIH forecasts.	4	\$1,500
8393		1	\$4,850
B2B marketplace where businesses can easily find quality IT professionals.	User interface (UI) and implement conversational AI capabilities.	1	\$800
B2B marketplace where businesses can easily find quality IT professionals.	User interface (UI) and implement conversational AI capabilities.	1	\$1,050
B2B marketplace where businesses can easily find quality IT professionals.	User interface (UI) and implement conversational AI capabilities.	1	\$1,000
B2B marketplace where businesses can easily find quality IT professionals.	Sales playbook development.	1	\$2,000
8419 M		7	\$7,600
Next-generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	Development of an automated integration solution to process EDI files from universal forest products.	7	\$6,000
Next-generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	Airtable-based UI that provides a visual log of incoming 204s.	7	\$1,600
8521		3.5	\$2,200
A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language and preferences.	Migrate search rankings data, deploy new application environment, integrate search rankings and PPC/display data.	3.5	\$2,200
8591		1	\$5,000
Compliance training SaaS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	Create and host two webinars.	1	\$5,000

Company Description	Project Description	FTEs	Billed Support
8636 Y		2	\$3,475
Guided meditation and respiratory biofeedback app.	Patent application.	2	\$3,475
8658		3	\$1,610
Builds and hosts complete, professionally designed, and mobile-responsive websites.	Analysis and search engine optimization.	3	\$760
Builds and hosts complete, professionally designed, and mobile-responsive websites.	LinkedIn marketing campaign.	3	\$850
8769		1	\$3,000
Automated legal document generation software.	Patent services and strategy.	1	\$3,000
8777 U		7	\$4,000
Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	Assist with finding additional talent. Help to create a robust sales and customer success process. Assist with fundraising efforts and provide assistance with scaling both the customer based as well as operations.	7	\$2,000
Low cost, research-based program designed to enrich people's lives and reduce psychological distress.	Assist with finding additional talent. Help to create a robust sales and customer success process. Assist with fundraising efforts and provide assistance with scaling both the customer based as well as operations.	7	\$2,000
8794		5	\$4,600
Software application that guides home buyers by making the transaction steps transparent to all parties.	Privacy notice and cloud services agreement.	5	\$1,200
Software application that guides home buyers by making the transaction steps transparent to all parties.	Website marketing.	5	\$3,400
8806		6	\$1,748
Turnkey passive home entry module.	Legal issues with Comcast agreement.	6	\$1,748
8862		2	\$5,292
Mobile learning platforms to help young people combat sexual violence and misconduct.	Customer service agreement, licensing, equity incentive, advisor, shareholder/commercial agreement, and general counseling.	2	\$313
Mobile learning platforms to help young people combat sexual violence and misconduct.	Customer service agreement, licensing, equity incentive, advisor, shareholder/commercial agreement, and general counseling.	2	\$348
Mobile learning platforms to help young people combat sexual violence and misconduct.	Website maintenance continued.	2	\$80

Company Description	Project Description	FTEs	Billed Support
Mobile learning platforms to help young people combat sexual violence and misconduct.	Website maintenance.	2	\$1,300
Mobile learning platforms to help young people combat sexual violence and misconduct.	Marketing materials and web maintenance.	2	\$3,251
8912 Y		1	\$1,008
Strategic marketing communications agency.	LLC formation.	1	\$1,008
9923		2	\$1,846
Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	Website creation, social media graphics bundle, industry sales sheets, and online adds.	2	\$893
Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	Website creation, social media graphics bundle, industry sales sheets, and online adds.	2	\$954
Total 53 Companies		155	\$241,035

Talent Programs

Entrepreneur-In-Residence Program

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

Uniq ID	Company Description	FTEs	Billed Support
6828	Software for the analysis of genetic data.	6	\$6,000
4803	An intuitive integrated display that retrieves medical data.	5	\$9,600
8364	Programming language for Computer Numeric Control manufacturing.	2	\$3,700
8769	Automated legal document generation software.	1	\$1,100
11376	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.	6	\$6,801
8209	Crowd-gifting platform designed specifically for Latin Americans and their families.	3	\$12,072
7336	Supply chain software.	15	\$22,650
11110	Web-based software package that allows patients to complete their personal and family history at home.	8.5	\$6,325
11324	Human behavior prediction using artificial intelligence.	4.5	\$7,200
8806	Turnkey passive home entry module.	6	\$3,078

Uniq ID	Company Description	FTEs	Billed Support
7674	Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	3	\$1,900
7815	Online learning platform for contract lawyers.	1	\$3,700
8384	App and cloud service to connect dietitians and their clients for efficient, timely interaction.	2	\$5,100
8797	Off-the-shelf machine learning applications.	11	\$8,000
11312	Decentralized cryptocurrency exchange.	1	\$663
2203	Online furniture inventory management that allows targeted retailer interaction.	8	\$27,850
11399	Non-thermal plasma devices that prevent airborne transmission of infectious diseases to and from livestock.	3	\$5,700
Total 17 Companies		86	\$131,438

Intern Matching Funds Program

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

Uniq ID	Company Description	FTEs	Billed Support
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	20	\$2,763
8255	Communications software for B2B or B2C.	3	\$1,919
8778	Portable oxygen concentration device.	1	\$1,457
4803	An intuitive integrated display that retrieves medical data.	5	\$3,000
11350	Autonomous last mile delivery trailer.	5	\$3,000
8832	Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	10	\$2,671
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language and preferences.	3.5	\$2,292
8769	Automated legal document generation software.	1	\$2,581

Uniq ID	Company Description	FTEs	Billed Support
11564	Provides 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	\$2,653
11376	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.	6	\$2,558
8293	Low-cost high-accuracy micro electromechanical system (MEMS) gyroscope for space, aviation, and underwater applications.	4	\$3,000
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	2	\$2,429
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	1	\$1,889
8419	Next-generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	7	\$2,004
8393	B2B marketplace where businesses can easily find quality information technology professionals.	1	\$3,000
7117	Data processing algorithms and curated genetic database software as a service.	21	\$3,000
11540	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	2	\$417
8366	Physiological performance data analytics company.	5	\$2,644
7336	Supply chain software.	15	\$2,293
11324	Human behavior prediction using artificial intelligence.	4.5	\$3,000
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	3	\$2,140
4471	Software that optimizes reward program participants' behaviors.	6	\$3,000
7885	Mobile and web-based applications providing on-demand lawn care and snow removal services.	8	\$2,740
7531	Lactation simulation model and a breastfeeding education app.	3.5	\$2,581
8806	Turnkey passive home entry module.	6	\$3,000
8651	Proprietary chip, camera, and image processing software package, to verify that a tissue sample has enough tissue to make a diagnosis.	4	\$2,509
7674	Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	3	\$2,740
11105	Do it yourself financial planning in a digital platform.	2	\$3,000
7815	Online learning platform for contract lawyers.	1	\$2,732
7954	Diagnostic platform which measures a patient's immune function in less than 30 minutes from one blood drop.	2	\$3,000

Uniq ID	Company Description	FTEs	Billed Support
11367	Software for school exit loan counseling guidance process.	2	\$698
4432	Life science research recruiting software.	9	\$2,842
8797	Off-the-shelf machine learning applications.	11	\$3,000
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	5	\$1,025
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2	\$2,763
2203	Online furniture inventory management that allows targeted retailer interaction.	8	\$3,000
Total 36 Companies		193.5	\$89,341

Digital Engagement Clinic

Client startups received a digital marketing boost through a collaborative program between Ann Arbor SPARK and Eastern Michigan University's Center for Digital Engagement (CDE). The Digital Engagement Clinic matched undergraduates and recent graduate interns with Ann Arbor SPARK client companies to accelerate the startups' digital marketing efforts. The startups receive hands-on digital marketing, and the clinic interns receive valuable work experience that build their resumes. The program kicked off June 17, 2019 and runs to August 16, 2019. Any amount invoiced or billed above the cap amount is paid in part by the client.

Uniq ID	Company Description	FTEs	Billed Support
11105	Do it yourself financial planning in a digital platform.	2	\$2,734
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	2	\$2,734
11376	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.	6	\$2,558
11564	Provides 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	\$2,653
2203	Online furniture inventory management that allows targeted retailer interaction.	8	\$2,734
4432	Life science research recruiting software.	9	\$2,734
4803	An intuitive integrated display that retrieves medical data.	5	\$2,581

Uniq ID	Company Description	FTEs	Billed Support
7117	Data processing algorithms and curated genetic database software as a service.	21	\$2,734
7336	Supply chain software.	15	\$2,293
7531	Lactation simulation model and a breastfeeding education app.	3.5	\$2,581
7674	Platform of sensors, software, and analytics that harvest key data from manufacturing machines, processes, people, and translate it to actionable intelligence.	3	\$2,734
7815	Online learning platform for contract lawyers.	1	\$2,732
7885	Mobile and web-based applications providing on-demand lawn care and snow removal services.	8	\$2,734
8255	Communications software for B2B or B2C.	3	\$1,919
8366	Physiological performance data analytics company.	5	\$2,644
8393	B2B marketplace where businesses can easily find quality information technology professionals.	1	\$2,734
8419	Next-generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	7	\$2,596
8651	Proprietary chip, camera, and image processing software package, to verify that a tissue sample has enough tissue to make a diagnosis.	4	\$2,509
8658	Builds and hosts complete, professionally designed, mobile-responsive websites.	3	\$2,140
8769	Automated legal document generation software.	1	\$2,581
8797	Off-the-shelf machine learning applications.	11	\$2,337
8806	Turnkey passive home entry module.	6	\$2,734
8832	Accurate security breach detection tool with actionable information for IT teams to detect and respond to cyber security events.	10	\$2,671
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	2	\$2,429
Total 24 Companies		137.5	\$61,830

SPARK Central Innovation Center

Lower Level

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

Virtual Clients

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

Third Floor

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

Fourth Floor

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

SPARK East Innovation Center

Virtual Clients

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

Seated Clients

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

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
SPARK Central - Lower Level				12	20
11701	Mobile app for autonomous vehicles and pedestrians to help avoid collisions.	8/1/19	1/31/20	1	1
8419	Next-generation freight marketplace focused on better user experience, lower freight costs and regulatory compliance.	4/11/19	10/11/19	3	5
8631	Productizing marketing growth tools.	9/1/17	8/31/18	3	3
5634	Multi-sided reviews platform that allows users and restaurants to discover and engage each-other.	6/1/17	11/30/17	2	4
8189	UAVs to detect methane at solid waste landfills.	4/12/19	6/30/19	1	4
8603	Runner acquisition platform for race organizers.	8/14/17	9/23/19	1	2
11373	Software development studio with a focus on digital games, entertainment, and tools.	10/15/18	4/15/19	1	1
SPARK Central - Flex Desk				-	9
9978	End to end product development firm.	12/15/18	8/8/19	-	3
8143	Secure vehicle data harvesting product.	11/1/18	4/30/19	-	6
SPARK Central - Virtual Desk				-	131.5
8778	Portable oxygen concentration device.	10/1/18	3/31/19	-	1
8364	Programming language for computer numeric control manufacturing.	6/1/18	10/31/18	-	2
6545	Software platform applies predictive analytics to strategic decisions regarding IP management.	2/1/17	7/31/17	-	2.5
9923	Software platform that makes augmented reality and virtual reality enterprise content creation and publishing super easy.	5/23/19	11/23/19	-	2
11164	Low cost capnography device with continuous remote-monitoring capabilities to improve outcomes and lower the cost of care for cardio-respiratory patients.	7/23/19	1/23/20	-	5
11310	Continuous, non-invasive, wearable blood pressure monitoring device.	9/1/19	9/1/20	-	1
8769	Automated legal document generation software.	8/1/19	1/31/20	-	1
7982	Drug discovery SaaS product.	1/1/19	6/30/19	-	5
8774	V2X software to make roads and vehicle-to-everything interactions safer.	1/15/18	7/16/18	-	15
8534	New chemical entity to treat Metabolic Syndrome and Type II diabetes.	7/1/17	12/31/17	-	2
8862	Mobile learning platforms to help young people combat sexual violence and misconduct.	3/1/18	8/31/18	-	2

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
8393	B2B marketplace where businesses can easily find quality information technology professionals.	7/15/17	7/15/18	-	1
11540	Manufacture and sell steel fiber for Ultrahigh Performance Concrete (UHPC).	5/2/19	11/2/19	-	2
7723	A research and consulting firm focused on transportation and sustainability	2/8/17	8/9/17	-	2
8206	Personality testing insights for kids aged seven to 13.	2/1/18	10/15/19	-	4
4406	Data science curation product and data cleaning.	4/27/16	10/27/16	-	3
2028	Book and videos teaching Chinese to English speaking children.	12/1/18	8/27/19	-	2.5
8789	Digital health platform that assists patients in navigating through the complex processes before and after surgery.	4/15/18	10/31/18	-	2
11248	Money transfer service.	8/1/18	12/31/18	-	3
6407	Home care assistant services for household duties to light non-medical personal care applicants.	2/18/19	8/18/19	-	1
11560	A subscription platform giving entertainers and bands with large fan bases an outlet to share original content with paying subscribers.	3/15/19	12/31/19	-	1
11105	Do it yourself financial planning in a digital platform.	5/1/18	11/30/18	-	2
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.	4/3/19	10/3/19	-	2
7815	Online learning platform for contract lawyers.	9/1/18	9/30/19	-	1
9936	Disposable oxygenating technology that can be integrated into existing dressings and therapies.	3/1/18	7/31/18	-	3.5
4227	Engineering services, including advanced FEA, CAD, and high-end design solutions.	5/13/11	1/1/16	-	4
8122	Platform for pharmacies and physicians' offices to source prescription drugs.	8/1/16	12/31/17	-	2
11770	A revolutionary way of buying, selling, investing and managing commercial real estate.	8/6/19	2/5/20	-	3
8609	Quotation Lifecycle Management (QLM) applications focused on managing the interaction between our customer companies and their customers and suppliers.	10/1/17	3/31/18	-	3
8384	Application and cloud service to connect dietitians and their clients for efficient, timely interaction.	7/1/17	12/31/17	-	2

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
6600	Medical device for vision enhancement in persons with partial loss of sight.	6/1/13	12/31/16	-	2
11335	Method to evaluate the safety of an autonomous vehicle.	6/25/19	12/25/19	-	1
8645	Personal protection modular system which will protect a person from pistol shots, knife attacks and tasers.	10/1/17	3/31/18	-	2
11308	Electronic platform to deliver communication skills.	3/14/19	9/14/19	-	1
7777	SaaS enabled ride-sharing platform.	5/1/16	10/31/16	-	14
8591	Compliance training SAAS platform, primarily focused on safety and security issues, in particular, workplace violence ("WPV") prevention and active shooter preparedness.	7/19/17	1/18/18	-	1
8323	System for recording, displaying and interpreting human eye movements, and a method for recognizing emotional reactions to visual content.	12/15/16	2/1/19	-	27
11850	A cloud based robo-advisory platform for commodity hedging.	9/20/19	9/19/20	-	1
SPARK Central - Suite				-	8
2203	Online furniture inventory management that allows targeted retailer interaction.	9/1/17	9/30/19	-	8
SPARK Central - 3rd Floor				-	14.5
8521	A SaaS platform enabling healthcare providers to better understand their potential patient's decision patterns, language and preferences.	1/1/18	9/30/19	-	3.5
8797	Off-the-shelf machine learning applications.	7/26/19	7/25/20	-	11
SPARK Central - 4th Floor				76	156
4519	Platform giving independent app publishers technology for customized native ads and access to advertisers.	4/23/19	10/23/19	15	20
4803	An intuitive integrated display that retrieves medical data.	4/29/19	10/29/19	6	5
11661	Industry 4.0, smart inspection for manufacturing	3/1/19	8/31/19	1	1
11662	Automation and custom panel build industry.	9/9/19	9/8/20	1	35
8588	An investment vehicle to purchase a small business.	8/1/17	1/31/18	1	1
8116	Social media listening and analysis software utilizing machine learning.	6/1/19	12/1/19	8	9

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
11376	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.	3/1/19	9/2/19	6	6
11476	Postmodern ERP, enabling businesses to run more efficiently and eliminate wasteful activities.	3/12/19	9/12/19	3	1
8050	Employee engagement SaaS app.	12/1/17	5/31/18	5	12
7336	Supply chain software.	1/1/19	9/30/19	3	15
11324	Human behavior prediction using artificial intelligence.	5/15/19	11/15/19	1	4.5
6835	Combustion cycle and injection technology.	4/5/19	9/30/19	16	19
8359	Device identification technology to help the digital display advertising more effectively target audiences.	9/1/17	8/8/19	2	5
8806	Turnkey passive home entry module.	7/13/18	10/1/19	3	6
11738	Protects the shipment of B2B parcels via its IoT-enabled, reusable, traceable and secure packaging solution.	9/27/19	9/26/20	1	3
7754	Sensors and measurement devices for electromagnetic radiation enabling essential technologies.	3/25/19	9/25/19	1	5
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.	6/1/18	12/31/18	2	7.5
11866	Platform that makes it easy to create and deploy web applications at scale.	9/19/19	9/18/20	1	1
SPARK East - Designated Desk				6	6
8912	Strategic marketing communications agency.	7/17/19	1/17/20	4	1
11807	A medical device to treat atherosclerotic calcified plaque (CP) indicated for peripheral artery disease (PAD).	8/27/19	8/26/20	1	2
7940	Engine technology uses a helical drive to convert the linear motion of a piston into rotary motion.	8/6/19	10/9/19	1	3
SPARK East - Flex Desk				-	5.5
8255	Communications software for B2B or B2C.	6/14/19	12/14/19	-	3
11172	Pharmaceutical to treat NASH and Vascular anomalies.	11/1/18	4/30/19	-	0.5
8636	Guided meditation and respiratory biofeedback application.	6/18/19	6/17/20	-	2

Uniq ID	Company Description	Start Date	Exit Date	Seats	FTEs
SPARK East - Virtual Desk				-	29
11601	LIDAR sensor for autonomous vehicles.	5/2/19	9/16/19	-	3
11723	A vibrating seat belt strap designed to prevent people from falling asleep while driving.	9/24/19	9/23/20	-	3
3965	Window products that let air in but keep the rain out.	12/1/17	12/31/18	-	1
11672	Reduce childhood obesity by developing a classroom fitness app.	6/1/19	12/1/19	-	1
11252	Two wheeled 'series hybrid' for developing markets.	3/21/19	9/21/19	-	1
3549	Disposable patient lifting system.	9/7/10	3/31/16	-	3
7531	Lactation simulation model and a breastfeeding education application.	9/10/19	9/9/20	-	3.5
8885	Streetwear clothing company.	3/1/18	8/30/18	-	3
6977	Human capital management software optimizing hiring, evaluations, and workflows for education and healthcare.	10/24/18	8/26/19	-	1.5
8132	DNA and bioinformatics analysis and collaboration platform.	6/27/19	12/27/19	-	3
5604	Online language learning platform.	8/9/19	2/8/20	-	1
11312	Decentralized cryptocurrency exchange.	9/1/18	12/31/18	-	1
11212	A personal loan assistant that simplifies terms and guides students through lowering their aid package and automatically paying interest while in school.	9/24/19	9/23/20	-	2
11606	An exploration application that allows users to collect locations and attractions visited and be presented in the style of a fun game that lets user earn points, level up in eight different categories, and achieve milestones.	5/1/19	11/1/19	-	2
SPARK East - Suite				-	18
7591	Talent consultants, human resource experts and matchmakers focused on supporting Michigan companies and communities with their talent needs.	6/1/19	12/1/19	-	8
8366	Physiological performance data analytics company.	6/1/19	10/9/19	-	3
1782	Laser imaging systems integrator, for combustion diagnostics, materials and spectroscopic analysis.	3/15/19	3/15/24	-	7
Total 91 Companies				94	397.5

Hosted Networking and Educational Events

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

Event Name	Event Date	# of Attendees	Purpose of Event
Machine Learning Meetup	7/9/19	20	Bill Veenhuis of NVIDIA on "Innovations for Perception Model Development," a discussion for developers to innovate mapping, planning, control for autonomous vehicle functionalities.
PassiveBolt's Demo Day	7/11/19	30	PassiveBolt, Inc. gives an exclusive preview of the latest in smart lock technology, the shepherd lock.
EDRP Retreat	7/16/19	30	Two-Day retreat including presentations and workshops for Economic Development leaders who are members of the IEDC from around North America.
Ypsi 9th Hour	7/23/19	45	Networking event to create a community of current and future downtown workers.
Tech Trek Participating Companies Debrief Lunch	7/24/19	55	Luncheon for the Tech Trek participating companies including a debrief presentation and feedback exercises.
IGDA Meetup	7/25/19	37	The International Game Developers Association brings Michigan's game-development community together for monthly lectures, exhibitions, tutorials, and industry talks.
New Enterprise Forum	7/25/19	86	Showcase presentation from an entrepreneur who has previously been coached by a NEF-member team at one time.
Todd + EMU	7/29/19	5	Meeting with EMU Corporate Relations and the respective heads of the Computer Science and Information and School of Information Security and applied computing.
Incubator Client Appreciation Lunch	7/31/19	110	Event for all incubator clients to show appreciation, introduce all new staff members and provide updates of in-house policies and procedures.
SPARK.ed by Laura Khalil	8/14/19	12	Techniques to develop courage as a habit as a key to lead a rich and fulfilling life.
A2 NLP Meetup	8/20/19	14	Dr. Steven Abney, UM Linguistics Professor discusses the CLD: Software Language which he developed for language documentation.
Cybersecurity Discussion	8/21/19	12	Relic Law PLLC and GreyCastle Security present a discussion on How to reduce your risk of a cyberattack.
IGDA Meetup	8/22/19	24	The International Game Developers Association brings Michigan's game-development community together for monthly lectures, exhibitions, tutorials, and industry talks.
A2 FinTech Meetup	8/22/19	16	Ann Arbor FinTech meetup roundtable discussion in an open forum on the topic of, "Blockchain - Dead or Alive."
Dynamo Metrics Graduation Luncheon	8/27/19	80	Celebration the graduation of Dynamo Metrics from the incubator into their own office space and successfully closing their fund-raising round.

Event Name	Event Date	# of Attendees	Purpose of Event
SPARK.ed by Ted Dacko	8/28/19	14	Sales are the lifeblood of any organization and ensuring that you are prepared to fully exploit your sales opportunities requires tough introspection.
Ypsi 9th Hour	8/28/19	21	Networking event to create a community of current and future downtown workers.
SXSW Pitch Panel Info Session	8/28/19	10	SPARK Staff and past participants give firsthand advice and impressions of their experiences.
A2 Mobility Meetup	8/29/19	14	Create a face-to-face community of people interested in mobility tech around Ann Arbor.
German Delegation	9/10/19	8	TADA project update and discussion including PlanetM, Mcity, ACM, Ann Arbor SPARK and German delegates.
BioArbor	9/11/19	40	An educational networking event for sciences industry in the greater Ann Arbor area.
SPARK.ed by Corey Fernandez	9/12/19	8	Conflict resolution with problem solvers in decoding and practicing reliable routines behind embracing and transforming conflict.
UK Delegation	9/16/19	25	UK Delegation from MIBD (Mayor's Int'l Business Program) startups recently graduated participating in mobility ecosystem.
A2 FinTech Meetup	9/18/19	20	A crash course in FinTech with Dr. Robert Dittmar professor at UM.
New Enterprise Forum (NEF)	9/19/19	86	New Enterprise Forum invites anyone interested in entrepreneurship to connect with entrepreneurs, investors, service providers and businesses.
A2 Positive Business Meetup	9/24/19	22	This group exists to explore positive business practices and share our struggles and successes with each other.
SPARK.ed by Amy Cell	9/25/19	6	Review of critical aspects of talent management and how to lay the foundation for successfully attracting and retaining talent.
Pitch Club	9/25/19	50	Pitch Club Michigan, powered by the Kyyba Innovations network, provides a platform for startups seeking mentoring and investment opportunities to connect with investors, advisers, partners, and customers.
IGDA Meetup	9/26/19	35	The International Game Developers Association brings Michigan's game-development community together for monthly lectures, exhibitions, tutorials, and industry talks.
Total 29 Events		935	

Microloans

Number of loans currently outstanding:	10
Current total loan amount outstanding	\$478,447.67
Loan amounts repaid this fiscal year	\$2250.00
Loans written off this fiscal year	\$0
Cumulative Jobs retained	97
Cumulative net Jobs created	4
Payment made back to LDFA this fiscal year	0
Current balance of the microloan account	\$12,251.21

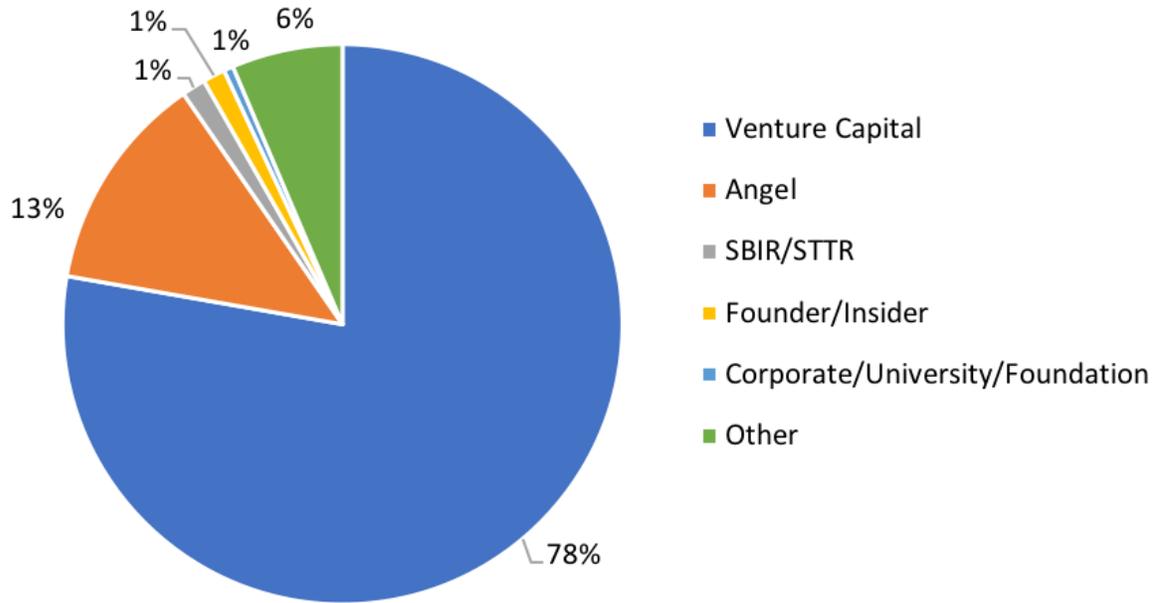
Capital Raised

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

Uniq ID	Transaction Details	Total Amount
Venture Capital		\$8,500,000
7954	Undisclosed	\$5,000,000
4076	MINTS, BRCC, INVEST MICHIGAN, ANGEL Groups and Management.	\$3,000,000
8591	PE Firm.	\$500,000
Angel		\$1,380,000
8419	Taimatsu Ventures.	\$40,000
8651	Two Angel Networks (\$355,000) Three Angels (\$185,000).	\$540,000
8514	Golem Ventures (\$400,000) Belz (\$300,000) Other Angels.	\$800,000
SBIR/STTR		\$150,000
7814	U.S. Air Force (AFRL).	\$150,000
Founder/Insider		\$141,000
8777	Undisclosed	\$132,000
8393	Undisclosed	\$9,000
7885	Former Angie's List William Oesterle and Patrick Brady.	\$0
Corporate/University/Foundation		\$60,000
11324	Awarded by PlanetM.	\$60,000

Other		\$700,000
11560	17 accredited investors totaling of \$427,500 with outside support from Varnum Law (MiSpringboard) \$2,500).	\$440,000
7531	UCDavis Big Bang Business Competition.	\$10,000
11148	PFI-TT.	\$250,000
Total 14 Companies		\$10,931,000

Q1 Capital Transactions



Integrated Marketing Plan



Marketing Performance Metrics | Q1

Using an integrated marketing strategy to increase LDFA brand awareness

Marketing Communications Tool	Description	LDFA FY 19 – 20, Q1	Compared to Last Quarter *
Website Visits 	Visits to our website will raise awareness and provide valuable tools and resources.	45,159	- 51%
Video Views 	Video views on multiple platforms to reach wider audiences.	67,793	- 23%
Social Media Impressions 	General visibility on a variety of popular social media platforms.	821,646	- 18%
Social Media Interactions 	Direct, positive interactions with people from all over the world.	25,639	- 33%

* The a2TECH360 series of events and the marketing efforts for them took place during the previous quarter. Data in the comparison column reflects the success of these events.



Strategic Marketing and Communication Services

The newest addition to the SPARK services for our clients is strategic marketing and communication services. This is an in-house marketing strategy and service for our clients through the LDFA, dedicated to helping clients effectively reach their target audience. A few of the services offered through this expansion is; strategy and planning, market targeting, support and advice on the execution of specific tactics, and connecting clients to additional community resources. After the initial launch in August, there have been a total of 22 clients who have received services thus far.

Uniq ID	Service Provided
2203	Marketing Needs Assessment
6828	Marketing Needs Assessment, Strategic Marketing Session, and Content Review and Edits
6977	Marketing Referral
7531	Marketing Needs Assessment and Strategic Marketing Session
7674	Marketing Needs Assessment
7772	Marketing Needs Assessment and Strategic Marketing Session
8230	Marketing Needs Assessment and Strategic Marketing Session
8255	Marketing Needs Assessment and Strategic Marketing Session
8393	Marketing Needs Assessment, Strategic Marketing Session, Content Review and Edits, and Marketing Referral
8658	Marketing Needs Assessment
8769	Marketing Needs Assessment, Strategic Marketing Session, and Content Review and Edits
8797	Marketing Needs Assessment and Marketing Referral
8806	Marketing Needs Assessment
8862	Marketing Needs Assessment and Strategic Marketing Session
11172	Marketing Needs Assessment and Strategic Marketing Session
11351	Marketing Needs Assessment and Marketing Referral
11606	Marketing Needs Assessment
11635	Marketing Needs Assessment
11770	Marketing Needs Assessment
11779	Marketing Needs Assessment and Strategic Marketing Session
11791	Strategic Marketing Session
11864	Marketing Needs Assessment
Total 22 Companies	

Lenawee Now

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

Business Accelerator Intake – Phase I

14 Total requests received
10 Requests non-tech
4 Qualified leads

Company Created

Uniq ID	Company Description
LN####	Specialty robotic equipment for agriculture.
Total 1 Company	

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

Uniq ID	Company Description
LN####	Specialty robotic equipment for agriculture.
Total 1 Company	

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

Uniq ID	Company Description
LN####	Specialty robotic equipment for agriculture.
Total 1 Company	

Talent Programs

Lenawee NOW does not have an EIR program but utilizes the members of their LION fund to assess early stage projects.

Hosted Events

Event Date	Purpose of Event
9/18/19	Vision meeting.
9/24/19	Presentation to entrepreneurship class at Adrian College.
Total 2 Events	

Methodology

Initial Data Entry

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

Retained FTEs

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

Current FTEs

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

Annual Survey

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

Jobs Created

New FTEs or "Jobs Created" are calculated by subtracting the retained jobs for the particular service we provided from the current job count, which gives us the added jobs since that particular engagement started.

Software

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

1. DocuSign: \$1,260.00 – Electronic signature service for documents/agreements.
2. eBook Subscription: \$1,800.00 – Online portal for best business practices books.
3. Salesforce: \$3,763.20 – Customer relationship management (CRM) platform.
4. YARooms: \$2,268.00 - Conference room booking tool.
5. Zendesk: \$1,125.00 - Customer experience tool to help manage the incubators.

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.