

ANN ARBOR SPARK 2010 ANNUAL REPORT



On May 26, 2005, dozens of civic leaders, venture capitalists, business executives, faculty researchers, local government officials and University of Michigan staff members converged on downtown Ann Arbor for a landmark event.

They were celebrating the launch of Ann Arbor SPARK — a public-private partnership formed to advance innovation-based economic development in the region.

The concept for Ann Arbor SPARK had ignited earlier that year at a meeting of the University of Michigan's Tech Transfer National Advisory Board. Their recommendation: boost technology transfer by establishing the Ann Arbor area as a national center for innovation, business creation and talent.

Igniting Innovation 5 YEAR RESULTS

The University of Michigan, Washtenaw County government, Pfizer, Inc., the Dow Foundation and Eastern Michigan University lead a county-wide coalition to launch Ann Arbor SPARK.

Toyota announces plans for a \$150 million R&D center and 677 new jobs.

Washtenaw Development Council merges with SPARK.

Bypassing East and West Coast urban centers, Google chooses Ann Arbor as its AdWords headquarters.

Ann Arbor receives a Solar American City award from the U.S. Department of Energy.

The SPARK Central incubator opens in downtown Ann Arbor to provide an array of business resources and networking opportunities for entrepreneurs and innovation-based start-ups.

Ann Arbor SPARK commits to a policy of Open Source Economic Development to ensure long-term growth and viability for the entire state of Michigan.

The SPARK East incubator lease was signed in downtown Ypsilanti, part of the Eastside Innovation Campus that includes Eastern Michigan University's College of Business, the Small Business Technology & Development Center (SBTDC) and Washtenaw County etcs/Michigan Works!.

Venture capitalist and former Gateway Inc. president Rick Snyder is appointed chair of SPARK's Board of Directors.

The Michigan Innovation Equipment Depot (MIED) begins distributing advanced research and technical equipment — donated by Pfizer — to Michigan's life science start-ups.

Michigan Pre-Seed Capital Fund, part of the Michigan Microloan Fund, begins making investments of up to \$250,000 to high-tech start-up companies as they near commercial viability. Awards to date total \$11.6 million.

Terumo Cardiovascular Systems invests \$7 million in its Ann Arbor expansion.

SPARK partners with an array of economic development organizations to create the Michigan Life Science and Innovation Center (MLSIC), a 57,000 square foot, fully equipped incubator facility for life science start-ups.

Ann Arbor is designated as a Center of Energy Excellence for Advanced Battery Technologies by the Michigan Economic Development Corporation (MEDC).

It was a case of the right idea at the right time.

Support flowed in from area colleges and universities, businesses, government agencies, and entrepreneurs.

Within a matter of months, regional partners had invested several million dollars to fund operations for a three-year period.

Fueled by those strategic investments, Ann Arbor SPARK exploded with activity. Now, five years later, the results speak for themselves...

University of
Michigan
Vice President
for Research
Stephen R. Forrest
is named chair
of SPARK's Board
of Directors.

SPARK debuts MichAGAIN,
a campaign aimed at bringing
Michigan's college and university
alumni and expats back "home."

SPARK takes top
honors at MEDA &
IEDC Awards.

New Economy Initiative
awards \$3 million to
Business Accelerator
Network for Southeast
Michigan.

SPARK launches an enhanced
version of its Talent Portal,
an online recruitment and
career development site for
new-economy knowledge
workers and the businesses
that depend on them.

09

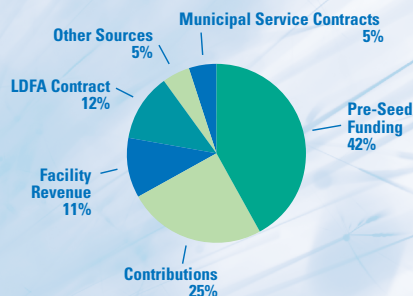
2010

@nn arbor usa

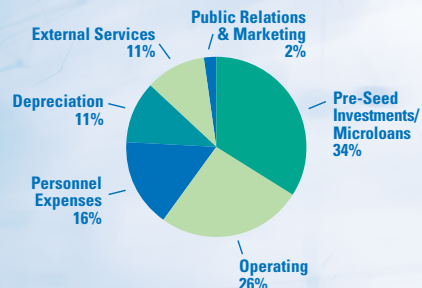


FINANCIAL HIGHLIGHTS

2010 Sources of Funding



2010 Uses of Funding



SPARK Operating Budget	\$5,795,142
Michigan Pre-Seed Capital Fund and Microloan Funds	\$3,727,000
Michigan Life Science and Innovation Center, LLC	\$1,504,302
Total SPARK Budget:	\$11,026,445

2006-2010 Leveraged Funding

Michigan Pre-Seed Capital Fund	\$15,300,000
Microloan Fund	\$1,475,000
Wet Lab Incubator	\$1,000,000
Michigan Innovation Equipment Depot	\$5,400,000
Michigan Life Science and Innovation Center, LLC	\$4,500,000
Michigan Economic Development Corporation	\$300,000
Federal Government	\$282,000
State of Michigan Incubator Grant	\$250,000
Company Formation and Growth Fund	\$3,750,000
Michigan Technology Tri-Corridor	\$750,000
New Economy Initiative for Southeast Michigan	\$225,000
Accelerate Michigan Innovation Competition	\$1,100,000
Total:	\$34,332,000



a letter from the chair

To our partners, colleagues and investors:

For Ann Arbor SPARK, 2010 was a milestone year.

Five years ago, community leaders from every sector made a bold investment in regional economic development. With \$3 million in pooled assets, they created a unique public-private venture intended to make Washtenaw County a hub for innovation-based business. Strengthened by strategic partnerships and propelled by an open source policy of economic development, that original investment has yielded impressive and far-reaching economic returns — many of which are highlighted in this fifth anniversary annual report.

But 2010 also marked the beginning of a new phase for Ann Arbor SPARK as several members of the executive team were recruited by newly elected Michigan Governor (and first SPARK chairman) Rick Snyder to revitalize the Michigan Economic Development Corporation.

We offer sincere thanks to Mike Finney, Elizabeth Parkinson and Amy Cell for their stellar service. We thank them as well for the strong momentum they helped to set in motion — momentum that has assured a seamless transition to new leadership.

Ann Arbor SPARK is now embarking on a broad strategy of growth. One of our top priorities will be extending SPARK's open source philosophy to regional partners. We will also focus on increasing collaboration among the state's economic development organizations in an effort to reduce duplication of effort and maximize return on investment.

The year ahead promises to be immensely productive. Working together and building from strength, we can be confident that SPARK will continue to be the launch point for high-impact, high-yield ideas that move Michigan forward.

Sincerely,

Stephen R. Forrest

Chairman of the Board, Ann Arbor SPARK



a letter from the interim president and ceo

To our investors, stakeholders and clients:

It's hard to believe that five years have passed since Ann Arbor SPARK was launched as a new kind of economic development organization.

From the outset, SPARK's mission was clear: create a dynamic environment that supports entrepreneurship, attracts new business, retains

local talent and provides the state with a model for reinventing itself. As the data in this year's report demonstrates, that strategy has been extraordinarily successful.

Today, having transitioned out of its start-up phase, SPARK is in fast-growth mode. With a strong focus on "economic gardening," we will continue to develop effective, sustainable programs and resources that cultivate and nurture innovation-based business. Specifically, in the year ahead we will:

- Use our many economic programs to plant new start-ups
- Encourage the growth of companies through mutually beneficial partnerships with regional economic development organizations
- Offer business consulting and other vital services to help businesses bootstrap their development
- Provide start-ups with small amounts of capital during crucial growth phases
- Work with state and federal sources to increase access to additional capital
- Connect growing businesses with the skilled workforce they need
- Create clusters of innovation that attract companies worldwide

Like any sound business, we will also benchmark our progress on an ongoing basis. And we will achieve all this through the efforts of our staff — creative, dedicated, entrepreneurial professionals who see opportunities where others see obstacles.

SPARK's first five years have been tremendously exciting. We believe the next five will be even more productive as the Ann Arbor region continues to lead our state with new ideas, cutting-edge programs and a robust return on investment.

Everyone in the community has a role to play in economic development. I encourage you — as part of our team — to stay positive. Take pride in our state. Thank your corporate executive or entrepreneur neighbor for being here.

And thank *you* for your support of Ann Arbor SPARK.

Sincerely,

Skip Simms

Interim President and Chief Executive Officer, Ann Arbor SPARK



In 2005, those of us serving on the U-M Tech Transfer National Advisory Board decided the time had come to aim higher and achieve more. Our goal was to make southeast Michigan a national center for innovation, business growth and world-class talent. Following the example of America's major innovation hubs, we engaged the entire community and ultimately partnered with 20 organizations willing to invest their time, talent and money. To date, the return on that investment has been outstanding. SPARK started strong and will finish even stronger.

Michigan Governor Rick Snyder



The regional collaboration that launched Ann Arbor SPARK was both visionary and pragmatic—a strategic investment driven by high expectations and clear goals. That initial investment quickly yielded strong returns, which in turn attracted more partners and more financial support.

Over the past five years, SPARK has continued to earn the trust of its investor community by leveraging every investment dollar to produce maximum results for innovation-based businesses and maximum returns for Michigan's economy. In the following pages, we offer some examples of the return on investment that has become a hallmark of Ann Arbor SPARK.

Program:

Michigan Innovation Equipment Depot

MIED was a three-year initiative launched in 2006 by Ann Arbor SPARK in partnership with MichBio, Southwestern Michigan First, Michigan's SmartZones and Pfizer Global Research and Development. The program provided essential support to cash-strapped emerging companies that require high quality equipment in order to proceed to product research, development and manufacturing. Participating businesses paid a one-time fee equivalent to just one percent of the total fair market value of the equipment.

Source:

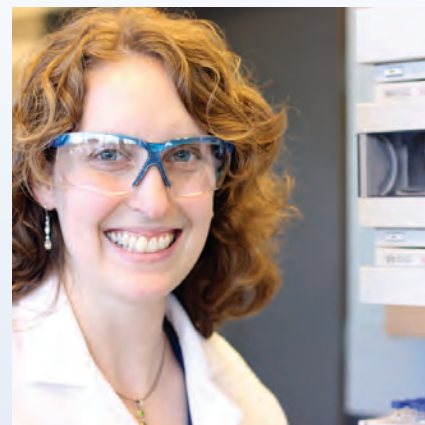
Pfizer, with operational funding provided by MEDC

Investment:

\$5.4 million in donated laboratory equipment

Return on Investment:

In all, more than 130 life science and pharmaceutical start-up companies received late-model lab equipment that would otherwise have been unaffordable — and were able to forge ahead in their product commercialization efforts.



Velesco Pharmaceutical Services was one of 23 start-ups that emerged as former Pfizer research scientists began pursuing new opportunities in the wake of the pharmaceutical giant's departure from southeast Michigan. Launched in early 2008, with locations in Kalamazoo and Plymouth, Velesco received a variety of equipment from the MIED program — which led to the speedy acquisition of clients and the hiring of scientists transitioning out of Pfizer.

Velesco has benefited from its association with SPARK in other ways as well. Early on, company founders received extensive entrepreneurial training. And the company currently leases lab and office space in the MLSIC life science incubator operated by SPARK in Plymouth.

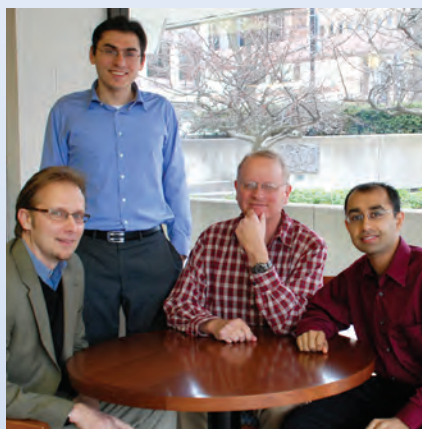


Algal Scientific of Plymouth is an advanced wastewater treatment company currently in the process of commercializing Hypertrophic™, a technology that uses wastewater sources to grow beneficial strains of algae for biofertilizers, bioplastics and bioenergy. This innovation could potentially save millions of dollars for food producers, landfills and other customers while contributing to a cleaner, healthier environment.

Leveraging a business acceleration engagement from SPARK along with investments from the Michigan Pre-Seed Capital Fund and the First Step Fund, Algal established lab and office facilities at the Michigan Life Science and Innovation Center (MLSIC). There, it has built a team of nearly a dozen full- and part-time staff and advisors. Now, with a Small Business Innovation Research grant from the EPA, the company is deploying a demonstration-scale plant that could grow into a million-dollar-plus commercial installation by the end of 2011.

Reveal Design Automation offers a powerful, automated software solution for verifying the accuracy of complex digital chip designs. Soon after its launch in January of 2010, Reveal became a tenant at SPARK Central, a move that enabled the company to expand its technology and business development teams while staying closely connected to the Ann Arbor business community. Having a physical office space in the business incubator also enabled the company's founders to network with other entrepreneurs, investors and business experts, who offered significant informal mentorship and support.

This past year, Reveal took second prize in the Accelerate Michigan Innovation Competition, nabbing \$15,000 for its product development and launch efforts. The start-up is now hoping to bootstrap its first full investment round with assistance from the Michigan Pre-Seed Capital Fund.



Program:

SPARK Regional Incubator Network

is a collaborative effort supported by funding from public and private organizations, local governments and universities. The goal is to support innovation-based companies through the early stages of development with work-ready office facilities, the latest technology, access to consulting expertise and educational programs, peer-to-peer mentoring and — in the case of the Michigan Life Science and Innovation Center (MLSIC) — over 57,000 square feet of premier wet lab and office space.

Source:

SPARK Central

Ann Arbor Local Development Finance Authority (LDFA)

SPARK East

Washtenaw County/Eastern Michigan University/Eastern Leaders Group

Michigan Life Science and Innovation Center

Michigan Economic Development Corporation (MEDC)/Wayne County/New Economy Initiative for Southeast Michigan/Ann Arbor SPARK/and a private foundation

Investment:

\$1,800,000 annually

Return on Investment:

Since 2006, SPARK's 3 regional incubators have been home to 177 tenants. By providing affordable office space and lab facilities — plus consulting, mentoring and business development services — the incubators function as a launch pad for start-ups and play a key role in the economic revitalization of Michigan.

Program:**Michigan Pre-Seed Capital Fund**

Established by Michigan's SmartZones, the Michigan Pre-Seed Capital Fund provides loans to qualified technology-based companies during the earliest, most crucial stages of their development. Returns from investments are redeployed by the Fund to continue its mission of helping start-ups with their first round of capital.

Source:

The 21st Century Jobs Fund

Investment:

\$15,300,000 grant

Return on Investment:

As of year-end 2010, the Fund had invested \$11.6 million in 52 companies across Michigan. To date, recipients of Pre-Seed funds have increased their employment rolls by 20 percent. In addition, 4 companies have repaid their Pre-Seed investments, totaling \$1,101,612.



Current Motor Company of Ann Arbor has developed a revolutionary line of all-electric motor scooters designed to provide commuters with practical, affordable, zero-emission vehicles (EVs). With a range of up to 50 miles and a top speed of 70 mph, the scooters can be charged from a standard 110V household outlet in 4 to 6 hours.

During its Series A round of funding in 2010, Current was awarded a \$250,000 Pre-Seed Capital Fund investment. The company is now seeking a total of \$1.5 million from initial investors such as former General Motors Vice Chairman of Product Development Bob Lutz. These early-stage investments will be used primarily for exploring innovative distribution strategies and ongoing product development, with the goal of making Current Motors a leader in alternative transportation.



Tangent Medical Technologies, Inc. of Ann Arbor is a seed stage medical device development company formed in 2009 as a spinout from the University of Michigan's Medical Innovation Center (MIC) fellowship program. Tangent's patent-pending Novacath™ technology was created to address the many health and safety shortcomings of conventional catheter stabilization products used for hospitalized patients. The goal is a commercially viable product that offers a safer and more effective design for delivery of intravenous fluid and medication through peripheral veins.

A Pre-Seed Fund investment is now playing a pivotal role in product development, enabling Tangent to contract with engineering and regulatory consultants, apply for FDA clearance and begin searching out manufacturers. The company expects to have its Novacath device on the market by mid-2011.

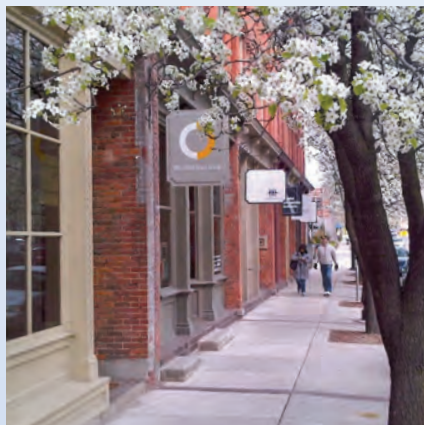


Shepherd Advisors is a management consulting and market research firm that designs and implements "community road maps" for clean energy, sustainability and economic gardening programs focused on attracting and growing clean technology companies. Clients throughout Michigan have engaged Shepherd consultants to improve the sustainability of their resources and enhance their economic development success.

Shepherd Advisors has benefited from a range of services, starting in 2009 with a Business Accelerator Engagement that resulted in a high-power media relations campaign and development of marketing materials and branding support. In early 2010, the company received a Microloan from the Michigan Pre-Seed Capital Fund to further its marketing and sales efforts. And in May 2010, firm principals attended SPARK's Entrepreneur Boot Camp.

The Whole Brain Group is a woman-owned consulting firm that creates smart websites designed to be search engine and mobile friendly, integrated with social media, and easy for clients to access and manage. From its home base of Ann Arbor, the company also provides workshops in social media and other topics to help clients maximize their website investment. Through its web-based AccrediStation® product, the firm has become a leading provider of accreditation management and automation software.

Since its launch in 2002, Whole Brain has engaged closely with Ann Arbor SPARK. A Pre-Seed Fund Microloan enabled the company to relocate its offices, increase its staff and begin development of its AccrediStation® product. Whole Brain has also used SPARK's networking events and talent acquisition programs to identify and hire new talent.



Program:

Business Acceleration Services:

Consulting services and Business Accelerator Network for Southeast Michigan (BANSEM) – four business accelerators – Ann Arbor SPARK, Automation Alley, Macomb-OU INCubator and TechTown

Source:

New Economy Initiative for Southeast Michigan; LDFA; State of Michigan; 21st Century Jobs Fund (state grant)

Investment:

\$1,625,000 annually

SPARK's Business Accelerator speeds the development of start-ups in the region through a variety of essential services. Resources range from entrepreneurial education and training programs to major networking and business-building events. In addition, start-ups may qualify for a Business Accelerator Engagement, which provides up to \$50,000 in consulting and business development services.

Return on Investment:

During the 5-year period beginning in 2006, SPARK's Business Accelerator helped 278 start-up companies reach a critical stage in their development.

bottom line

MichAGAIN

bringing talent back home



In too many cases and for too many years, Michigan's college grads have been leaving the state to forge careers elsewhere. In 2010, Ann Arbor SPARK led a consortium of private companies, economic development groups and members of the University Research Corridor in a creative effort to reverse that trend.

Directed at expats across the country, the MichAGAIN marketing campaign uses a combination of social media and live events to draw young, talented professionals back to "the land of opportunity." This past year, MichAGAIN hosted alumni receptions in some of America's most vibrant high tech communities, including Austin, Chicago and San Francisco. The campaign has already generated major buzz and produced a steady flow of inquiries.

In 2010, SPARK launched a national business attraction outreach campaign by hosting receptions and visits in Chicago, Washington, D.C., Silicon Valley and Austin, Texas. In addition to learning about the state's growing high-tech job market, guests had an opportunity to meet U-M "celebrity" alumni such as Green Bay Packers cornerback Charles Woodson as well as representatives from Google, Barracuda Networks and other high-profile Michigan companies. The result was a near doubling of attraction projects for the year.

2010 Metrics

Activity/Outcome	Total
Project Successes	42
NEW FTE Jobs	1,425
New Investment Project Costs	\$151,000,000
Retention Call Program	254
Attraction Successes	13

Big Effort, Big Wins

Among the many attraction successes of 2010 was the decision of manufacturing giant Masco Corporation to locate a new research and development operation in Ann Arbor Township, at the former Flint Ink corporate center. The 150,000 square foot facility will function as headquarters for Masco Cabinetry LLC, formed by the merger of the corporation's retail and builder cabinet divisions.

In addition to investing \$4 million in building renovations and site improvements, the company is transferring 350 workers from Ohio and nearby Adrian, Michigan, to the Ann Arbor facility. As many as 100 new positions could be added in the next 5 years.

Also in 2010, California-based InTouch Health established an R&D operation in Ann Arbor, with support from SPARK in site selection and talent recruitment. This marked the first satellite operation for the privately held robotics technology company, which is ramping up operations quickly thanks to the area's superb talent pool.

Our new cabinetry division headquarters in Ann Arbor Township wouldn't have happened without SPARK's expertise in obtaining state and local tax incentives.

Mark Perry,
Director, Real Estate Services, Masco Corporation

BUSINESS RETENTION

To be successful, economic development requires a sustained effort and a broad-spectrum approach. For Ann Arbor SPARK, the launch of a promising start-up or the relocation of an established company is just the beginning, the first phase of a long-term relationship focused on business retention.

In 2010, SPARK proactively reached out to more than 250 companies in the region, helping them address risk factors and identify growth opportunities. Through site selection services, strategic consulting, talent enhancement programs, mentoring, networking and accelerator resources, SPARK continued to assure that area businesses have what they need to develop market niches, create jobs and secure their futures.

Building a Strong Business Base

In 2009, The Crowley Company, a Maryland based document management firm, expanded into the Ann Arbor market and invested \$230,000 in a Pittsfield Township facility.

Following The Crowley Company's closure of the Pittsfield Township location in 2010, several employees with extensive experience in microfilm and data conversion, took action. With assistance from Ann Arbor SPARK, they purchased the firm's assets and renamed the organization Image Data Conversion LLC. Now part of Ann Arbor's growing information sector, the new entity has a payroll of 40 and continues to grow.



In the National Spotlight:

In 2010, SPARK Vice President of Business Development Jennifer Owens traveled to the nation's capital to testify before the U.S. House Science and Technology Committee. Her comments, emphasizing the urgent need to increase capital access for small businesses, were instrumental in the release of \$79 million for a new Small Business Credit Initiative, to be administered by MEDC.

2010 business attractions

BoroPharm, Inc.
 Bosch
 Delphinus Medical Technologies, Inc.
 Heron Wind Manufacturing LLC
 i3D Technologies Inc.
 InTouch Health
 Masco Cabinetry LLC
 RetroSense Therapeutics LLC
 Sim Pack
 Scientific Consulting LLC

2010 business expansions

Aeroflex Manufacturing
 Amcor Rigid Plastics
 Arbor Networks
 Biotectix LLC
 The Crowley Company
 Edwards Brothers, Inc.
 Fastener Advance Product Co.
 Ford Rawsonville Plant
 Frame Hardwoods
 Grand River, Inc.
 HistoSonics Inc.
 Hygieia, Inc.
 Integrated Sensing
 Systems, Inc. (ISSYS)
 JAC Products, Inc.
 KnowledgeWatch
 NanoBio Corporation
 Quantum Signal LLC
 Saline Electronics, Inc.
 Sheridan Books, Inc.
 Sun Engineering
 Zingerman's Delicatessen
 Velesco Pharmaceutical Services
 Xoran Technologies, Inc.

2010 fasttrack winners

Each year, the FastTrack competition recognizes companies in Washtenaw County that have achieved outstanding business success. Winners in 2010 demonstrated consistent growth records, with revenue of at least \$100,000 in 2006, and average growth of 20 percent for the following three years. In addition, 2009 revenues surpassed 2008 revenues.

ONE YEAR

Beal Incorporated
 Mayaterials, Inc.
 Pure Visibility, Inc.
 Sensitile Systems

TWO YEAR

Beal Properties LLC
 CaelynX LLC
 MedHub, Inc.

THREE YEAR

LLamasoft, Inc.
 SRT Solutions

FOUR YEAR

ForeSee Results

accelerate michigan innovation competition

How do you find the best and brightest new business concepts in the world and then promote their growth in Michigan? By hosting the world's largest business plan competition.

The Accelerate Michigan Innovation Competition (AMIC) was launched in 2010 with the support of a regional network of universities, corporations and economic development organizations. Funding was provided by a \$750,000 grant from the New Economy Initiative of Southeast Michigan, made on behalf of the Business Accelerator Network for Southeast Michigan.

In its first year, AMIC attracted more than 600 applicants ranging from students with viable business plans to mid- and late-stage start-ups. In all, 14 winning companies and concepts received over \$1 million in cash and in-kind services as well as an entrée to prospective investors.

For complete details, visit www.acceleratemichigan.org.

SPARK's strategy for accelerating business development is two-fold. We start with skilled professionals who understand the needs of innovation-based start-ups and know how to work with entrepreneurs. Then we supplement their expertise with class-A wet labs, business incubators, pre-seed and microloan funding, recruiting programs, consulting expertise, mentoring, training and networking.

The result is a dynamic entrepreneurial ecosystem. One that nurtures new ideas, eases the difficulties of start-up and keeps companies on track for success.

Innovation Through Collaboration

In mid-2010, the region's leading business accelerators joined forces to form the Business Accelerator Network for Southeast Michigan (BANSEM). The goal of the four partner organizations — Ann Arbor SPARK, Automation Alley, Macomb-OU INCubator, and Tech Town — is to create a multiplier effect by working collaboratively to host events, share best practices, leverage economic development funding and support business plan development.

Soon after its launch, BANSEM received a major boost in the form of a \$3 million, 3-year grant from the New Economy Initiative (NEI) for Southeast Michigan. According to NEI Executive Director David Egner, the investment "sends a powerful message to business leaders across the nation that southeast Michigan is working in a smart, integrated fashion to grow its business community."



EDUCATION & OUTREACH

Talent is the driver for every innovation-based business. That's why, each year, SPARK hosts or co-sponsors more than 150 education-related programs and events. Our focus is on educating entrepreneurs in the most relevant, most effective way possible, helping them build their skills and confidence, and providing them with a dynamic networking environment that offers access to both mentors and investors.

Connecting area businesses with top-flight talent is another priority for SPARK. It's something we accomplish through a variety of training programs, networking events and resources such as the Ann Arbor SPARK Talent Portal.

Network and Learning Community Events

- Marketing Roundtable – A ten-session monthly series aimed at helping start-ups and second-stage companies improve their marketing
- IT Users Groups – Ann Arbor SPARK provides resources and facilities for a number of user groups and nonprofits
- CEO Power Lunch – Based on best/next practices, executives from diverse business sectors meet informally to share information
- BioArbor – Educational networking events for the life sciences industry with a focus on technology commercialization, business development, regulatory affairs and marketing
- Ann Arbor OpenCoffee – A networking event for entrepreneurs, investors and those who work with technology and innovation-based businesses
- Michigan Energy Forum – An eleven-session monthly program that brings together thought leaders, businesses professionals and alternative energy advocates in a panel and networking format
- Business Law & Order – A nine-session monthly series on legal issues entrepreneurs must consider during business formation

Entrepreneurial Education and Mentoring

- Entrepreneur Boot Camp – A two-day intensive program taught by successful entrepreneurs and focused on business plan development and start-up assistance
- Entrepreneur 1.0 Launch Program Series – Business development programs for innovation-based entrepreneurs in the process of launching their own companies
- Entrepreneur 2.0 Grow Program Series – Designed to augment Boot Camp and Entrepreneur 1.0, this series focuses on specific business challenges confronting start-up companies
- SPARK Expert Resource Board (SERB) – A business accelerator consulting service that pairs seasoned entrepreneurs and executives with start-ups and fledgling technology companies
- Starting Your Own Business – Monthly information-packed, day-long seminar that teaches prospective entrepreneurs the basics of business formation
- Cantillon Online Business Planning – A computer-based business development course coupled with one-on-one mentoring

Talent Enhancement and Career Connection Programs

- Hot Shots: Career Connections – Monthly career fair that showcases local talent with growing companies in a relaxed social setting
- Mingle & Match – Bi-monthly networking events that connect start-ups with potential employees, partners, investors and advisory board members
- Talent Search – Ann Arbor SPARK's online weekly job posting newsletter
- Custom Career Programs – Recruiting events and job placement assistance designed around the specific needs of local companies
- Shifting Gears – A program that helps "big company" talent transition into leadership roles at small companies



talent portal

connecting companies and employees

In 2010, SPARK re-visioned and redesigned its Talent Portal, based on extensive feedback from area employers. The result is an array of new features to help businesses attract employees and help skilled professionals connect with employers.

In 2010, more than 400 companies posted over 1,300 jobs to the Talent Portal. Of those companies, 41 percent hired at least one new employee identified through the portal. Nearly 40 percent of posted jobs were in the IT realm. Professional/administrative jobs accounted for 20 percent of posts, while sales/marketing/business development professions accounted for 14 percent.

Through the SPARK Talent Portal, employers can independently add, edit and manage job postings. They can also inactivate job postings and easily reactivate them when additional candidates are needed. Job seekers benefit from enhanced features that allow them to sort postings by category, experience level, region and date posted.

“We’re quite pleased with the results of the talent portal. We located a number of good candidates. Posting through SPARK was the only step we took, and it worked exceedingly well.”

William Wood, CEO, Life Magnetics

regional partners

Accelerate Michigan
Ann Arbor Angels
Ann Arbor Area Convention and Visitors Bureau
Ann Arbor Area Board of Realtors
Ann Arbor Business Review
Ann Arbor/Ypsilanti Regional Chamber
Ann Arbor Community Foundation
AnnArbor.com
Ann Arbor/Ypsilanti Local Development Finance Authority
Automation Alley
Business Accelerator Network for Southeast Michigan
Business Leaders for Michigan
County and Local Units of Government
Detroit Regional Economic Partnership
Eastern Michigan University
Enterprise Group of Jackson
Genesee/Flint Regional Partnership
Great Lakes Entrepreneur's Quest
Home Builders Association of Washtenaw County
Macomb Oakland Incubator
MichBio
Michigan Department of Labor and Economic Growth
Michigan Economic Development Corporation
Michigan Manufacturing Technology Center
Michigan SmartZones
Michigan Venture Capital Association
Washtenaw County etcs/Michigan Works!
New Economy Initiative for Southeast Michigan
New Enterprise Forum
NextEnergy
Small Business & Technology Development Centers
Southwest Michigan First
TechTown
Traverse City Chamber of Commerce
University of Michigan
University Research Corridor
Washtenaw Community College
West Michigan Science & Technology Initiative
Washtenaw County United Way
Wayne County EDGE
Wayne State University
Ypsilanti Area Convention and Visitors Bureau

funders

Ann Arbor Area Board of Realtors

AnnArbor.com

Ann Arbor Downtown Development Authority

Ann Arbor Township

Ann Arbor/Ypsilanti Local Development
Finance Authority

Arboretum Ventures

Bank of Ann Arbor

Barracuda Networks

Biotechnology Business Consultants

City of Ann Arbor

City of Chelsea

City of Saline

City of Ypsilanti

Community Foundation for Southeast Michigan

Detroit Edison/DTE Energy

Eastern Michigan University

Fifth Third Bank

First Martin Corporation

GDI Infotech

GE

Google

Honigman Miller Schwartz and Cohn LLP

IMRA America, Inc.

ITC Holdings Corporation

James Libs

McKinley, Inc.

Michigan Economic Development Corporation

New Economy Initiative for Southeast
Michigan

NSF International

Oakland Community Reinvestment Act

Pittsfield Township

PR Newswire

ProQuest

Robert Bosch, LLC

Rudolph I Libbe

S.I. Company

Salesforce.com Foundation

Scio Township Downtown
Development Authority

Superior Township

Thomson Reuters

Toyota Technical Center U.S.A.

United Bank & Trust

University of Michigan

University of Michigan Medical School

Village of Manchester

Washtenaw Community College

Washtenaw County

Washtenaw County etcs/Michigan Works!

Wayne County EDGE

Yeo & Yeo, P.C., CPAs and Business
Consultants

Ypsilanti Downtown Development Authority

Ypsilanti Township



Bette Brusseau

This annual report is dedicated to Ann Arbor SPARK
Executive Assistant Bette Brusseau (1943-2011) –
a valued colleague and a treasured friend.

board of directors

Stephen R. Forrest (Chairman)
Vice President for Research,
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