

ANN ARBOR SPARK 2018 ANNUAL REPORT

real results





a letter from the chair

At Ann Arbor SPARK, we are proud of the concerted and persistent efforts we make to bring new and significant employers to our region and support wealth-creating technology businesses. These successes are not just important to our economy, they also foster a broader understanding of the important role economic development plays in the fierce competition for growth opportunities.

Certainly, not all of our efforts to support new businesses, attract investment and talent, and promote this region's strengths outside its borders result in a national headline. But the hard work of our staff consistently delivers smaller-scale successes that are collectively just as important to the Ann Arbor region as those that are broadly reported.

As Board Chair for Ann Arbor SPARK, I've therefore encouraged the SPARK team to talk about successes that might otherwise go unnoticed – to tell the stories of how our work makes a difference to all of our clients. In this way, we're able to see beyond the tallies of investment, job creation, and the significant number of startups we help launch contained in this report, and perhaps best demonstrate the positive difference that SPARK makes in and for this community.

So, as you read this year's annual report, pay special attention to those stories — stories of real impact, real people, and real results. There is much to be proud of, yet always more work to do.

Sincerely,

David N. Parsigian

CHAIR OF THE BOARD, ANN ARBOR SPARK



a letter from the president and CEO

As an annual exercise, preparing an introductory letter to an annual report is part reflection and part prognostication. Reflection on the challenges and opportunities of the last few years and the successes we have had in capitalizing on both. Prognostication anticipating what will be the new challenges and opportunities to continuing to build a robust economy aspiring to benefit all of its citizens and communities.

The good news is that the work of our private-public-academic-non-profit partnership for more than a decade has resulted in, and positioned our region for, long-term success. We have built a first rate business development team that can give GDP producing businesses the help they need to thrive. Global companies see this as a place to locate and grow.

However, the future is not foreordained. In his recent book, *Thank You For Being Late, An Optimist's Guide for Thriving in the Age of Accelerations*, Tom Friedman describes how we are now living in the age of exponential accelerations of technology, globalization, and climate change that individually and in combination are moving faster than our capacity to adapt to them. It is my optimistic belief that the sustained engagement of our public, private, academic, and non-profit leadership through SPARK's unique collaborative platform gives us a fighting chance to help our region adapt to and benefit from these accelerations, while at the same time creating solutions for the State of Michigan, the nation, and the world.

It truly is my honor to work with SPARK's stakeholders and our incredibly talented and dedicated staff in this effort.

Regards,

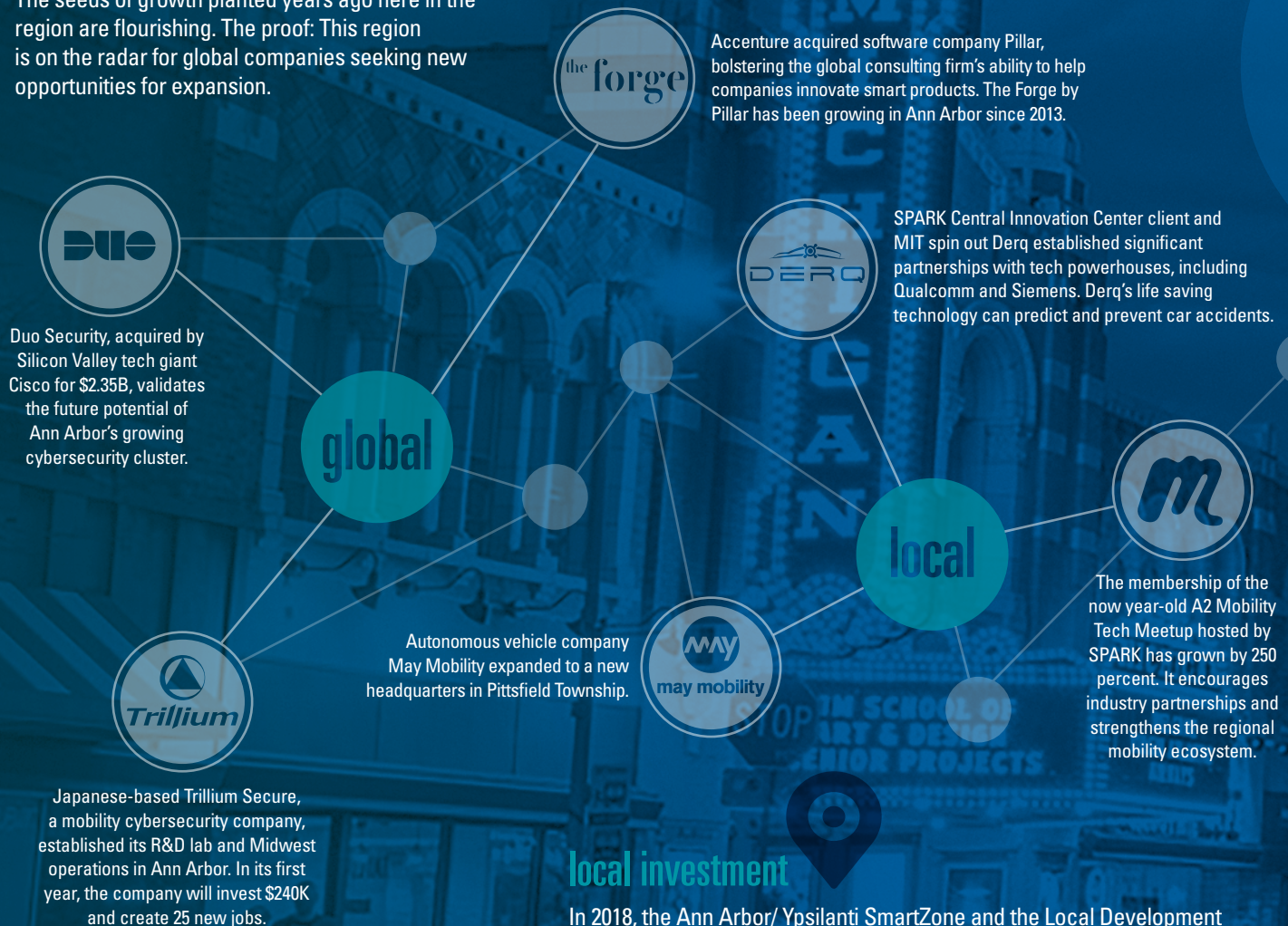
Paul Krutko

PRESIDENT AND CHIEF EXECUTIVE OFFICER, ANN ARBOR SPARK



global investment

The seeds of growth planted years ago here in the region are flourishing. The proof: This region is on the radar for global companies seeking new opportunities for expansion.



local investment

In 2018, the Ann Arbor/ Ypsilanti SmartZone and the Local Development Finance Authority (LDFA), committed to funding mobility startups in the region, including the creation of a position at SPARK to support the acceleration of businesses and partnerships. This action is quickly yielding results that will benefit our local economy for years to come.



While consulting with Derq as part of the **SPARK ENTREPRENEUR-IN-RESIDENCE** program, it was exciting to see how much mobility innovation was happening in the Ann Arbor region, including how the community leverages both its startup and legacy mobility communities. After completing the EIR program while still based in Chicago, I was excited to accept Derq's offer to join the team full-time here in Michigan!

WILL FOSS

Director of Business Development & Partnerships, Derq

*The **Entrepreneur-in-Residence (EIR)** program connects C-level executives who have a proven record of success in early-stage companies with up-and-coming startups.*

#1 best place to live

LIVABILITY.COM
2018

#1 best college towns & cities in America

WALLETHUB.COM
2018

#6 most innovative city in U.S.

USA TODAY
2018

spark impact

31 COMPANY GROWTH PROJECTS CREATING

\$147M

in new investment commitments

1,280

announced jobs

1,149

retained jobs

224 STARTUPS ASSISTED

183 of those companies received intensive services and currently employ **748 FTE**

312 COMPANIES ASSISTED

with **823** job postings

68 INCUBATOR TENANTS NURTURED

2013 - 2018 RESULTS

257

company growth projects creating:

\$1.1

billion in new investment commitments

7,503

announced jobs

807

startups assisted, **522** received intensive services and have employed **2,415 FTE**

10

pre-seed investments awarded to **9** companies (**\$175.4k/company avg**)

2,094

companies assisted with **9,163** job postings

25

microloans awarded to **23** companies (**\$33.6k/company avg**)*

186

incubator tenants nurtured

\$15+

million community investments leveraged through Federal and State grants, foundations, and other sources

*Includes PSF, LDFA & Eastern Washtenaw funds

Michigan Angel Fund (MAF) —

With 120 members and 16 companies in its portfolio, MAF is the largest angel organization in Michigan. It fills an important funding gap by investing in very early stage companies across the state that are not yet primed for venture and other sources of capital. MAF is managed by Ann Arbor SPARK with support from the Michigan Economic Development Corporation.



DEB FELLOWS
GeoTix

GEOTIX

“Support from the Michigan Angel Fund and SPARK came at a critical time, offering capital to build upon a core strategy that had been tested and tweaked. The funding contributed to our ability to hire top talent, execute the strategy, and set up for significant growth.”

“The funding and support we received from our investors allowed us to accelerate our go-to-market to quickly establish ourselves as a market leader in home furnishings, providing us a sustainable competitive advantage and platform from which to grow.”

LAURA KHOURY
Shoptelligence



KIM GAMEZ
Mi Padrino



“Mi Padrino has quickly become the leading Hispanic event planning platform in the U.S. In 12 months, over two million guests have attended Mi Padrino events. This investment allows us to continue to improve the Hispanic party planning experience, helping even more Latinx families enjoy and celebrate their traditions.”

“SPARK funding helped us research our product and grow our team when we needed it most. They’ve been an invaluable partner to our southeast Michigan startup, helping us with capital, connections, and guidance as we have grown.”

KATHLEEN CRAIG
HT Mobile Apps



MICHIGAN ANGEL FUND

impact

259 | employed

\$13.8M | invested into
24 companies

\$156M | total funding
attracted

ANN ARBOR SPARK strategic plan

Community and business leaders working together to create a prosperous and innovative future for the region.

BIT.LY/SPARKSTRATEGICPLAN

acceleration

Facilitate growth of startups and early-stage companies.

growth

Maximize job creation and investments to grow region's GDP.

planning

Advance regional economic prosperity through collaboration.

talent

Retain, develop, and attract top talent to our community.

communication & engagement

Amplify region as an opportunity-rich destination.

leadership

Maximize economic competitiveness globally.

Serial entrepreneurship is growing its roots in Ann Arbor as more founders exit their businesses and create new ventures. Case in point:

Larry Freed, founder of website satisfaction company ForeSee Results, is back in action as founder of startup — and SPARK Central Innovation Center client — **Give and Take**. The startup, based on concepts developed at the University of Michigan and talked about in the bestseller *Give and Take*, helps companies create a giving culture. In doing so, those companies improve engagement, efficiency, productivity, and loyalty for employees, which in turn improves business outcomes. Freed is not only growing his business here in the region, his business model is designed to help other businesses here grow, too.



LARRY FREED
CEO, Give and Take

real people

35.8% of all website traffic goes to job portal

243 new employer signups

1,067 jobs posted



2018 job impact

120.8K visitors to job portal

continuing impact

Groundspeed

From its start as a Boot Camp participant in 2015 to its **\$2 million Series A** in 2017 and its **\$30 million Series B** this past year, insurance data automation and analytics firm Groundspeed Analytics' growth has been meteoric. Prior to expanding from the SPARK Central Innovation Center to its current office in Pittsfield Township, Groundspeed has tapped into a range of SPARK services. From grants to produce its brand identity to funding for intern support, Groundspeed Analytics has benefited from our programs designed to help startups grow at an accelerated speed. Groundspeed also received support from the Michigan Angel Fund. In the coming year, Groundspeed will **continue to grow its team of 75** employees and counting.

KLA+

Global capital equipment company KLA Corporation established a research and development facility in Ann Arbor last year. This new office is expected to result in **\$70 million in investment** in the region and the **creation of up to 500 jobs**. KLA, headquartered in Milpitas, California is currently occupying Ann Arbor SPARK's "soft landing" space at the SPARK Central Innovation Center while it works on **building out a permanent location in the region**. SPARK partnered with U-M and Ann Arbor Township on this company attraction.

Expedia®

In 2009, fledgling startup Mobiata, creator of the wildly popular FlightTracker mobile app, established operations in downtown Ann Arbor. That year, the company reached \$1 million in iTunes store sales. Fast forward a year and the company was acquired by global travel technology company Expedia, which has **continued to grow in Ann Arbor**. Located in the historic Nickels Arcade, Expedia expanded its offices last year to support its steadily increasing team of developers here. The **expansion doubles Expedia's footprint** and gives the company room to **grow to 40 developers**.

SKVSPECS

In the fall of 2012, SkySpecs joined the SPARK client roster as a Boot Camp participant. Since then, it was a tenant at the SPARK Central Innovation Center, received funding from the Michigan Angel Fund, and was awarded grants for legal, business development, and marketing services that were critical to the company's growth. Last, SkySpecs raised an impressive **\$8 million Series B** and moved into new, **expanded office space in downtown Ann Arbor** to accommodate its growing team. The company also **expanded internationally**, opening an office in Amsterdam.



#1 most
educated
city in
America
WALLETHUB.COM
2018





SPARK
east

We celebrated the 10 year anniversary of the **SPARK East Innovation Center** in Ypsilanti with a bang, literally. We renovated the facility by removing walls, adding a kitchen and gathering space, and flipping the tenant space from the back of the facility to prime window space overlooking Michigan Avenue. More than just a facelift, the renovations at SPARK East were designed to showcase the real heart of our incubator: The tenants who are choosing to grow their businesses by taking advantage of our services and support.

Nexient

- Invested \$4.17M in expansion
- Created 300 jobs

DO: BETTER

- New Ypsilanti office
- Expanded services with Innovate Ypsi grant



#2 autonomous
vehicle-
related Jobs

AXIOS/ZIPRECRUITER
2018

Ann Arbor SPARK's services — from site selection to introductions and connections to grants — all pave the road for business growth. Our track record of success proves that SPARK knows how to fuel investment and job creation.

real places

Ann Arbor SPARK's work to attract mobility innovators to the region includes promoting the **American Center for Mobility**. Our work last year yielded impressive results:

- 21 direct, qualified business development leads
- Hundreds of potential customers hosted on-site
- Created trade show booth and collateral materials

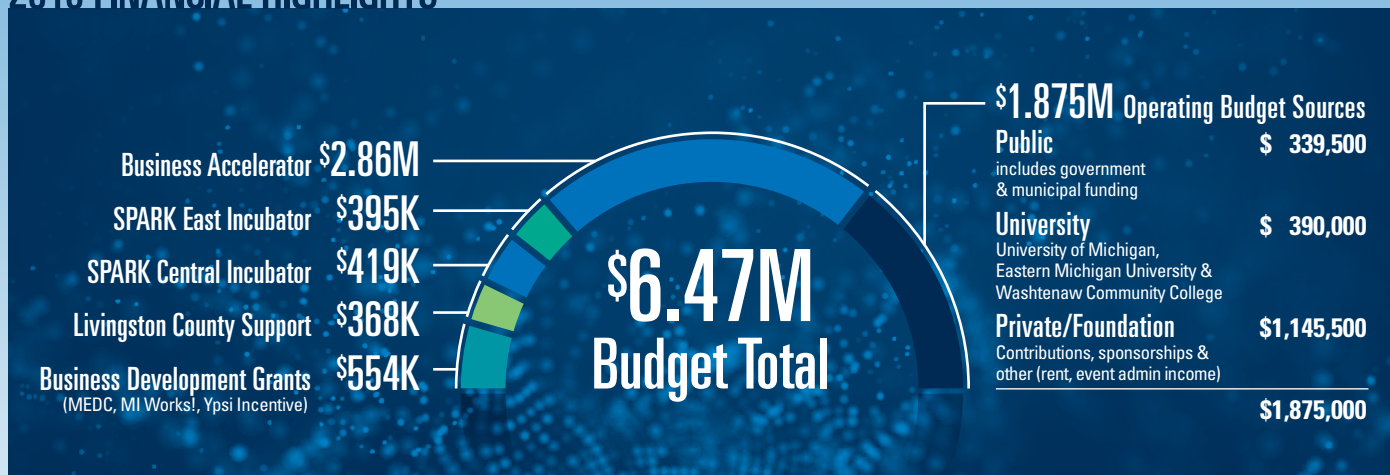
American Center
for Mobility

5 conferences

142K video views

187K ad views

2018 FINANCIAL HIGHLIGHTS



CURRENT FUNDERS (as of December 2018)

PRIVATE SECTOR – \$25,000+



DTE Energy Foundation



IHAcares.com



A Member of Trinity Health



PRIVATE SECTOR – under \$25,000

Ann Arbor Area Board of Realtors
Ann Arbor State Board
Arboretum Ventures
Barracuda Networks, Inc.
Blue Cross Blue Shield of Michigan
Bodman PLC
BusinessWire
Butzel Long Attorneys and Counselors
Chemical Bank
Citizens Bank
DISH
Domino's Farms Corporation

Fifth Third Bank
Ford Motor Company
GDI Infotech, Inc.
Honigman Miller Schwartz & Cohn LLP
IBM Watson Health
ICON Interactive
IMRA America, Inc.
ITC Michigan
Key Bank
Liebherr-Aerospace Saline, Inc.
Llamasoft
Mannik & Smith Group
Menlo Innovations LLC
Michigan Office Interiors

MLive Media Group
NSF International
O'Neal Construction
Old National Bank
Oxford Companies
Plante Moran, PLLC
Rehmann
Reinhart Realtors
Rudolph Libbe Group
SI Company
TD Ameritrade
The Collaborative
Thomson Reuters
University of Michigan
Credit Union

ACADEMIC PARTNERS

Eastern Michigan University
University of Michigan
Washtenaw Community College

PUBLIC PARTNERS

American Center for Mobility
Ann Arbor Charter Township
Ann Arbor Downtown Development Authority
City of Ann Arbor
City of Chelsea
City of Dexter
City of Saline
City of Ypsilanti

EDC of Livingston County
Grand Circus Detroit LLC
LDFA
MEDC
Michigan Angel Fund
Michigan SBDC
Michigan Works! Southeast
Pittsfield Township
Ralph Wilson Foundation
Scio DDA
Superior Township
Washtenaw County
Ypsilanti Township

board of directors

David Parsigian (Chair)

Partner
Honigman Miller Schwartz
& Cohn LLP

David Ruud (Vice Chair)

Senior Vice President
Corporate Strategy &
Development
DTE Energy

David Snodgrass (Treasurer)

President & CEO
Lake Trust Credit Union

Dr. Rose Bellanca (Secretary)

President
Washtenaw Community College

Cynthia Wilbanks (Past Chair)

Vice President
Government Relations
University of Michigan

Ric DeVore

Regional President
PNC

Scott Griffith

Regional President
PNC

Charles Gulash

Director, Collaborative Safety
Research Center
Toyota Motor North America

Paul Krutko

President & CEO
Ann Arbor SPARK

Bhushan Kulkarni

Chairman & CEO
GDI Infotech, Inc.

Trevor Lauer

President & COO
DTE Energy

Jonathan S. Newpol

Executive Vice President
Truven Health Analytics, Inc.

Ken Nisbet

Associate Vice President for
Research-Tech Transfer - Retired
University of Michigan

Mark Schlissel

President
University of Michigan

Richard B. Sheridan

CEO & Chief Storyteller
Menlo Innovations LLC

Jim Smith

President
Eastern Michigan University

Chris Taylor

Mayor
City of Ann Arbor

executive committee

David Parsigian (Chair)

Partner
Honigman Miller Schwartz
& Cohn LLP

David Ruud (Vice Chair)

Senior Vice President
Corporate Strategy &
Development
DTE Energy

David Snodgrass (Treasurer)

President & CEO
Lake Trust Credit Union

Dr. Rose Bellanca (Secretary)

President
Washtenaw Community College

Cynthia Wilbanks (Past Chair)

Vice President
Government Relations
University of Michigan

Rob Casalou

Regional President & CEO
Trinity Health Michigan

Gregory Dill

County Administrator
Washtenaw County

Tiffany Ford

President & CEO
University of Michigan
Credit Union

Leigh R. Greden

Chief of Staff
Eastern Michigan University

Mandy Grewal Ph.D.

Supervisor
Pittsfield Charter Township

Jeff Hauptman

CEO
Oxford Companies

Brian Kelly

CEO & Co-Founder
Censys

Paul Krutko

President & CEO
Ann Arbor SPARK

Howard Lazarus

Administrator
City of Ann Arbor

Lon Lowen

Associate Vice President,
Engineering
NETSCOUT

Timothy G. Marshall

President & CEO
Bank of Ann Arbor

Jason Morgan

Commissioner
Washtenaw County

Joanne Rau

Vice President
Business Banking Team Lead
Fifth Third Bank

Paul Roney

President
Domino's Farms

Ann Marie Sastry

Founder & CEO
Amesite

Kelly Sexton

Associate Vice President for
Research
University of Michigan
Office of Tech Transfer

Matt Sharp

Chief Digital Officer
MLive Media Group

Christine Sing

Principal
Rehmann

Brenda Stumbo

Supervisor
Ypsilanti Township

Mickey Swartzel

Co-Founder & CFO
New Eagle

Matthew VanBesien

President
University Musical Society
University of Michigan

James Wickman

Township Manager
Township of Hartland

Robert Young

Group Vice President, Purchasing
Toyota Technical Center
Toyota Motor North America

SPARK will advance the economy of the Ann Arbor region as a desired place for innovation, business location and growth, and for talented people to live and work. The Ann Arbor region will be recognized for our academic, business and community resources, and our collaborative culture.



www.AnnArborUSA.org



a2TECH360

Created by Ann Arbor SPARK in 2018, **a2TECH360** promotes the region's ecosystem and area of innovation. This week-long program of tech-related events creates connections between key community actors — innovators, researchers, investors, businesses, academic institutions, non-profits, job seekers, and the general public — that meaningfully generates discussions, ideas, and new opportunities.



CURRENT PROGRAMS INCLUDE:

A2Tech Trek: A walking tour of Ann Arbor's innovation-based businesses, who host open houses to show off their technologies and workplaces.

Tech Talk: This great lineup of TED-style talks presents leading innovators from the region.



Mobility Row: An outdoor exhibit featuring connected and autonomous vehicles and other assets being developed by the region's leading mobility companies.

Ann Arbor Mobility Summit: This symposium fosters participation and encourages collaboration among attendees to grow the mobility ecosystem in the Ann Arbor region.



2029: What the Future Holds: An insightful seminar as global thought leaders discuss trends and revolutionary products in healthcare, IoT, AR/VR, mobility, and other driving industries.

FastTrack Awards: This evening reception and award ceremony recognizes public and private companies headquartered in Washtenaw and Livingston counties for consistently high business growth.



HackA2: A 24-hour challenge where teams of local developers solve a problem facing our community. Ann Arbor SPARK co-hosts the hackathon with ITHAKA, NETSCOUT, Nexient, and Tech-Inclusive.

Several partner organizations, including Intermitten, MI-HQ, the Women's Exchange of Washtenaw, Bank of Ann Arbor, and Daysmart Software have brought their events under the a2TECH360 umbrella for 2019. Ann Arbor SPARK enthusiastically welcomes the opportunity to explore other potential partnerships.

#6 most innovative city in U.S.
USA TODAY
2018



Marketing the Region At-A-Glance

Creating a global platform for the Ann Arbor region:

- Company successes
- World-class talent
- Career opportunities
- Startup ecosystem

From company investment to jobs, ensuring that the Ann Arbor region is on the global map as a destination is core to Ann Arbor SPARK's mission.

152K social media interactions

336.7K website visits

187.7K video views

67.1K PR hits & views

3.8M social media impressions



#4 best city to raise a family

NICHE.COM
2018

FOR MORE MARKETING INFORMATION

VISIT: annarborusa.org

CALL: (734) 761-9317

EMAIL: marketing@annarborusa.org

ANN ARBOR
SPARK

AnnArborUSA.org

Career Connections

In 2018, Ann Arbor SPARK's marketing team began to steadily increase the value of its new website as a platform for amplifying the news created by the companies we serve. The amount of blog posts talking about talent, jobs, and investments increased by 40 percent from the prior year. A strategic push to connect companies with journalists resulted in the creation of monthly stories across TV, radio, print, and digital. Combined, the blog and media push showcases this region as an area of innovation on a broad and consistent basis, providing additional value to the companies and job seekers who are at the heart of SPARK's mission.

a2TECH360 events by-the-numbers:

TECH TREK, TECH TALK & OTHER EVENTS 2018:

6,048 TOTAL REGISTRATIONS

3,000 TECH TREK REGISTRATIONS

1,886 TECH TALK REGISTRATIONS

1,163 JOB SEEKER REGISTRATIONS

20K WEBSITE VIEWS

40K PAGE VIEWS

80 PARTICIPATING COMPANIES

32 STATES REPRESENTED

11 COUNTRIES REPRESENTED

TECH HOMECOMING 2018:

301 REGISTERED

120 CHECKED-IN

73 RESUMES COLLECTED

11 STATES REPRESENTED

TECH HOMECOMING 2016 – 2018 TOTALS:

479 ATTENDEES

46 COMPANIES PARTICIPATED

216 RESUMES COLLECTED



our impact

In 2018, SPARK's entrepreneurial services team assisted more than **224 innovation startups** – nurturing and supporting those businesses creates new jobs and increases local investment.

Ten years ago, **Shoptelligence** became a SPARK client by attending the Entrepreneur Boot Camp. Today, the company has 10 full-time employees with plans to add even more. In 2018, Shoptelligence was one of four women-led companies to receive funding from the Michigan Angel Fund, a participant in the SPARK-sponsored EMU Digital Engagement Clinic internship program, and is currently collaborating with C-suite talent through SPARK's Entrepreneur-in-Residence program.

Ann Arbor SPARK also provides a soft-landing for international businesses expanding in the U.S. **Billy**, a product designed to monitor the safety and wellbeing of independent elderly loved ones, is one such example. Founded in Australia, it quickly expanded to the U.S., seeking the best possible destination for success. Billy chose to locate at the SPARK Central Innovation Center over sites on the west coast. The company continues to grow here, and will soon graduate SPARK Central for larger office space in downtown Ann Arbor.

In 2018, physiological performance data analytics company **Impellia** became the anchor tenant at the SPARK East Innovation Center. The company moved from Ann Arbor to Ypsilanti to be closer to Eastern Michigan University, where its technology originated. From its SPARK East location, Impellia plans to add additional full-time employees as well as pursue outside investment to fuel its forward momentum.

Spellbound, a startup that uses patented augmented reality technology to reimagine patient experience through pain management, patient education, and helping patients engage with treatment, graduated from the SPARK Central Innovation Center this year, to an office in downtown Ann Arbor that affords the opportunity to grow. Prior to the move, it had been incubated by SPARK since 2015. Spellbound has benefited from numerous SPARK services, including grants to support marketing, legal, and internship needs, and Entrepreneur-in-Residence mentoring. Supporting the move was its recently closed seed round, which was oversubscribed by investors from the Midwest and Washington, DC.



shoptelligence
EASTERN
MICHIGAN UNIVERSITY
CENTER FOR DIGITAL ENGAGEMENT



billy



Impellia™



SPELLBOUND™

#1 best city to live

NICHE.COM
2018

SPARK Central & East Innovation Centers — Hosted Event Totals:

104 | events held

5,704 | attendees

32 | U.S. states represented



ANN ARBOR DOWNTOWN INNOVATION CORRIDOR

181 tech companies
2,891 employees

#1 University of Michigan
TOP 25 BEST UNDERGRAD PROGRAMS FOR ENTREPRENEURS
ENTREPRENEUR.COM 2018

Entrepreneurial Services At-A-Glance

- Affordable office space for startups
- Entrepreneur Boot Camp
- Expert counsel to entrepreneurs
- Access to funding opportunities
- Educational & networking events

LDFA ACCOMPLISHMENTS FY 2013-2018:

419 companies served
653 jobs created
135 incubator graduates

\$4.62 million in grants to startups
\$490 million private equity raised

The Ann Arbor/Ypsilanti SmartZone LDFA provides capital to commercialize products developed locally. LDFA grows these companies in Ann Arbor and Ypsilanti, funded by the State of Michigan.

FOR MORE ENTREPRENEURIAL SERVICES INFORMATION

VISIT: annarborusa.org/entrepreneurial-services/
CALL: (734) 372-4063
EMAIL: EntrepreneurialServices@annarborusa.org



AnnArborUSA.org

Entrepreneur-in-Residence (EIR)

Kinetica Labs LLC, a U-M spin out, focuses on technologies that reduce ergonomic injuries in the workplace. As Kinetica's Entrepreneur-in-Residence, Brenda Jones, helped its founder, Professor SangHyun Lee, create a business plan, finalize a license agreement with U-M, and negotiate the company's first distribution agreement. The process discovered complimentary skills between SangHyun and Brenda, resulting in her being asked to join the company as its CEO.

“As Kinetica's **Entrepreneur-in-Residence**, I was able to help Dr. Lee create a business plan, finalized his U-M licensing agreement, and negotiate the company's first distribution agreement. While working together during the EIR program, we found that we had complimentary skills and a great working chemistry. I was able to assess the market potential of the technology, and Dr. Lee was able to assess my abilities to launch a successful company. This led to Dr. Lee asking me to become the CEO of the company.

BRENDA JONES
Kinetica Labs LLC, CEO





our impact

The SPARK business development team is a no-cost resource connecting companies in Washtenaw and Livingston counties to resources that support growth, investment, job creation, and talent development.

#1 most educated city in America
WALLETHUB.COM
2018

Thanks to a partnership with the **Economic Development Council of Livingston County**, Ann Arbor SPARK's efforts extend beyond



Washtenaw County. This partnership affords the opportunity to support a broader range of businesses, ultimately expanding economic prosperity across the region. In 2018, Ann Arbor SPARK supported more than \$12.8 million in capital investment in Livingston County.

Fowlerville-based, bullet-resistant glass manufacturer **Total Security Solutions** opened the doors on its new 46,000 sq. ft. plant in late 2018. The company invested \$5 million in this expansion that will ensure its continued growth. Ann Arbor SPARK helped the company secure incentives to support the project and had worked with its leadership since beginning work in Livingston County on training programs and marketing efforts. Going forward, SPARK will continue to help Total Security Solutions attract the talent critical to its success and support leadership as they grow in Fowlerville.



TOTAL
SECURITY
SOLUTIONS

Ann Arbor SPARK works to attract foreign direct investment in the region, bringing outside capital into the community. In 2018, SPARK worked to bring **Trillium Secure** here, and provided the company with a soft-landing location at the SPARK Central Innovation Center. The automotive cybersecurity company, headquartered in Japan and California, benefited from SPARK's entrepreneurial services grant support for hiring interns, shoring up its search engine optimization, and more.



Trillium

Attracting a business from Silicon Valley to the Ann Arbor region was a win-win for SPARK and **SiTime**. In 2016, the company visited here after speaking at the Society of Automotive Engineers conference in Detroit. Fast forward to 2018 and SiTime, a leader in the micro electro mechanical solutions timing industry, established an office in Dexter. Ann Arbor SPARK facilitated the project on behalf of the California-based team by finding real estate and making valuable introductions locally.

SiTime



Innovate Ypsi is a grant program designed to incentivize businesses to locate in Ypsilanti. Ann Arbor SPARK administers the program in conjunction with the Washtenaw County Office of Community and Economic Development. Restaurant wholesale supplier **Restaurant Depot**, headquartered in New York, used the grant as part of its funding for a new, 55,000 sq. ft. facility in Ypsilanti Township. Ann Arbor SPARK helped the company throughout the process of securing the grant as well as identifying availability property. Going forward, SPARK will work with Restaurant Depot on promoting the business's location to prospective employees and customers.



Business Development At-A-Glance

- Local business expansion
- Business attraction
- Business introductions and referrals
- Site search and selection
- Incentive support
- Talent services

487 projects facilitated
SINCE 2006

48% of investment
FROM FOREIGN-OWNED
COMPANIES IN 2018

30% of new jobs
FROM FOREIGN-OWNED
COMPANIES IN 2018

From creating business opportunities to promoting talent enhancement and recruitment, SPARK provides the leadership and vision needed to help companies plan and grow.

Career Connections

Among Ann Arbor SPARK's 2018 talent initiatives to retain, develop, and attract talent to the region were Tech Homecoming and Manufacturing Day.

Combined, these events showcase the spectrum of high-value career opportunities within the region.

**MFG
DAY**

MFG Day fosters high school students' interest in skills training and manufacturing careers.

Tech Homecoming appeals to professionals "home" for thanksgiving hoping to hire into one of the region's growing companies.

**tech
home
coming**

FOR MORE BUSINESS SERVICE INFORMATION

VISIT: annarborusa.org/business-development/

CALL: (734) 761-9317

EMAIL: BusinessDevelopment@annarborusa.org

ANN ARBOR
SPARK

AnnArborUSA.org

