# DRIVING in novation

ANN ARBOR SPARK 2017 ANNUAL REPORT



# a letter from the chair

It has been a privilege to serve as Ann Arbor SPARK's board chair. The work of the Ann Arbor SPARK team and fellow board members has supported our economic expansion and success; it is exciting to think about what has been accomplished and what's still ahead.

Two years ago, Ann Arbor SPARK celebrated its 10-year anniversary. From its humble beginning, bringing together the Washtenaw Development Council and the Ann Arbor IT Zone – now officially known as the SPARK Central Innovation Center – the mission of Ann Arbor SPARK has been to attract the jobs and investment critical to economic development in this region. From Pittsfield Township to Howell, Brighton to Ann Arbor, from Ypsilanti to Saline, and every community in between, that work has continued to evolve with the demands of businesses and job seekers alike.

A visible example of this work was the creation of two marquee talent events: Tech Trek and Tech Homecoming. Both of these events were created in direct response to employer demand for more opportunities to meet jobseekers. In four short years, Tech Trek has grown to be an incredibly popular community event that not only brings together companies and job seekers, but also students, community leaders, and more.

Another example is the economic benchmarking report released last year. The report helped to catalyze a way for Ann Arbor SPARK to look at competing regions around the U.S. with a strategic and critical eye, to measure where we are succeeding and where we need to improve.

This past year, the State of Michigan recognized the impact of Ann Arbor SPARK's work with a remarkable funding extension. We are one of only three SmartZones to be extended for 15 years. It is a clear sign of our success growing entrepreneurial activity – in Ann Arbor and Ypsilanti – and illustrates the supportive culture that startups will experience here. As a region, we are serious about helping the earliest stage companies to grow and scale here.

Finally, our region's growing prominence in the mobility sector has been an incredible opportunity to attract industry, jobs, and investment in the greater Ann Arbor area. From hiring a mobility expert at Ann Arbor SPARK to the opening of the American Center for Mobility, 2017 was a banner year and builds our confidence that this critical sector will continue to grow.

Looking back at the progress we have made, the new programs we have implemented, and the opportunities that have been created, I am enthusiastic about our future opportunities for economic growth. I thank you for the opportunity to lead this dynamic organization during the past three years. I am beyond impressed with the commitment of so many who are passionate about our region's success.

Sincerely,

Cynthia H. Wilbanks

CHAIR OF THE BOARD, ANN ARBOR SPARK

# a letter from the president and CEO

What an incredible year! A few notable highlights:

- The American Center for Mobility at Willow Run opened its doors
- The Ann Arbor/Ypsilanti SmartZone was renewed for 15 years
- Global brands Toyota, Ford, Lear, and Applied Dynamics International all expanded here
- Livingston County renewed its partnership with Ann Arbor SPARK
- Services offered at the SPARK Central Innovation Center are now available at SPARK Fast

The grand opening of the American Center for Mobility was certainly an exciting highlight, cementing our region's preeminence in the future of transportation. In this coming year, Ann Arbor SPARK will work to attract businesses – from powerhouse brands to startups – to locate at the new site. We will also continue our work to make sure the emerging mobility companies receive full support in attracting and training talent.

The unparalleled talent base in the Ann Arbor region continues to compel companies to choose Ann Arbor for their most technical operations. FordLabs, a new dedicated mobility software office, opened in downtown Ann Arbor. Lear opened a cybersecurity-focused office. Toyota — celebrating its 40th anniversary in our region — underwent a 135,000 sq. ft. expansion.

In a move that acknowledges the collaborative efforts of many partners, the State of Michigan awarded a 15-year funding extension of the Ann Arbor/Ypsilanti SmartZone. With this funding, services available through the SPARK Central Innovation Center are now also available at our SPARK East business accelerator in Ypsilanti. The extension by the state deepens the foothold we have on being Startup City USA.

The 40 company growth projects Ann Arbor SPARK facilitated in 2017 resulted in more than \$120 million in investment commitments, 800+ new jobs, and 2,050 retained jobs. We assisted 217 startups and incubated 85 innovation workers at the SPARK Central Innovation Center and SPARK East. It is on that solid foundation that Ann Arbor SPARK will implement its updated strategic plan we are unveiling today. This plan, at its core, is focused on continuing to create opportunity for businesses and talent alike in Washtenaw and Livingston counties and southeast Michigan.

Regards,

PRESIDENT AND CHIEF EXECUTIVE OFFICER, ANN ARBOR SPARK

# accelerated growth

# ON THE ROAD TO SUCCESS

Growing from startup to profitable company

– and sustaining that growth – is not an
easy path. The hard work, dedication, vision,
and patience it takes is remarkable. Even
more remarkable: when a density of these
businesses choose to navigate the road to
success from the same location.

Ann Arbor has long been a hotbed of innovation, and innovative businesses continue to accelerate our economic prosperity. Driving industries are being fueled by new innovations across all sectors, including mobility, virtual reality, cybersecurity, and manufacturing. This diversity of businesses and jobs collide here to pave the road forward for companies, talent, and our economy.



# innovation in



Invests \$5M in ACM, begins testing CAVs on-site



Raises \$222,000, on track to save 7,200 babies with Kenya Kericho Hospital Project



may mobility

Establishes Ann Arbor headquarters, raises \$11.5M



PUP

Raises \$70M, valued at \$1.17B, Ann Arbor's first "unicorn"



Invests \$1M in manufactur



New specialized software office opens



# ann arbor

LEAR.

Opens new cybersecurity office

new Saline ing plant Groundspeed

Raises \$2.4M, expands to new Ann Arbor office

Kim Games

0

料的情

Relocates back to Ann Arbor from Austin 000

Find Your Dittö

Founder named one of 10 People to Know by American Diabetes Association's *Diabetes Forecast* 

LAKE TRUST ST. CREDIT UNION

Reaches 175,000+ members and \$1.7B in assets

0

Ameritrade

\$5.75M expansion creates 75 new jobs

LYONSCG

Continues growth, builds on previous \$1M expansion

Mi Padrino

9 50,000⁺ users in first year

\$100K Accelerate Michigan Innovation Competition winner

\$50K Chloe Capital Pitch Competition winner

\$25K Detroit Creative Corridor grant



- Doubles staff and revenue
- Launches new website
- Signs exclusive agreements with new inventor partners

Graduates to the fourth floor of the SPARK Central Innovation Center

- Gains 16 hospitals as customers
- Attracts Invest Detroit as first institutional funder
  - Wins "People's Choice" at Accelerate
     Michigan Innovation Competition



Christina York

SPELLBOUND"

women in tech



Invests \$154M in regional expansion





EMERGING COMPANIES have found a home in Ann Arbor's tech sector. As an area of innovation, the high-knowledge talent required to support and inspire new level thinking and testing lives here.









Grows to 200+ employees



American Center for Mo



# TECH TREK, TALK & HOMECOMING

"It's all here" includes talent, and by showcasing the variety and density of innovation-based businesses and job opportunities in the Ann Arbor region, these marquee events attract and retain talented knowledge workers. These events are a fundamental way Ann Arbor SPARK's work creates economic growth and prosperity.

AUN Now open, the American Center for Mobility is an opportunity to attract attention – and investment – from global automotive and technological companies. It's also an opportunity to grow emerging industries driving the development of connected and autonomous vehicle technology. The Ann Arbor region is the nation's epicenter for mobility, and ACM is accelerating our success.

# start. grow. exit. repeat.



# **SPARK CENTRAL & EAST INNOVATION CENTERS**

The Michigan Economic Development Corporation awarded a 15-year funding extension to the Ann Arbor/Ypsilanti SmartZone, which is managed by the Local Development Financing Authority (LDFA). The funding directly supports Ann Arbor SPARK's entrepreneurial services in Ann Arbor – and extended those services to our SPARK East Innovation Center in Ypsilanti. As a result, entrepreneurs in both cities have access to incubator space, business acceleration services, mentors, and grant funding.

The SPARK East Innovation Center also got a facelift, which resulted in 35 percent more space for tenants as well as new interior and exterior paint and signage — ultimately boosting the visibility of the businesses located at the facility.

**10,447** attendees

37 states represented

# **INNOVATE YPSI**

\$135,000 in grants resulting in \$11.2M in investment

# **SMARTZONE EXTENSION**

Receives 15-year extension 1 of only 3 SmartZones

EMU INTERN PROGRAM 24 students 12 startups 15 hired

# **Boot Camp Re-booted**

In parallel with the entrepreneurial ecosystem's evolution, Boot Camp has adapted to meet the changing needs of startups. With a syllabus focused on helping entrepreneurs define their value proposition and a robust cohort of expert mentors, Boot Camp now offers a \$25,000 prize to its "Best of" winner, selected by a panel of esteemed judges.

Boot Camp is often the first touch point entrepreneurs have with the tech ecosystem in Ann Arbor – and that's ideal because the expert advice from seasoned mentors gives them a solid path forward. It serves as a launching point from which companies can ESTABLISH ROOTS, ATTRACT CAPITAL, AND GROW.

# **Bill Maver**

VP ENTREPRENEURIAL SERVICES, ANN ARBOR SPARK

# Choose to innovate in A2

Ann Arbor SPARK proudly partners with peer organizations in our community. Sometimes we will work with a company in tandem with our ecosystem partners, sometimes a partner is a "next step" for a company we've helped, or sometimes we refer a company who is not a fit for our services to a partner. No matter your industry, we are Startup City USA because every type of critical resource an entrepreneur needs can be found here.

## **ACCELERATORS**

MI-HQ

Desai Accelerato

FechStars Mobility

I-M Tech Transfe

Michigan Life Science and

illovation ochto

#### **INCUBATORS**

Startup Garage

ech Brewery

MOBILITY
Tacklish at Maits

American Center for Mobility

Honda Xcelerator

Tus Accelerator

PlanetM

# **EDUCATION**

New Enterprise Forum

MISBDC

A2 Newtech

U-M Center for Entrepreneurship

U-IVI Zeli Lurie iristitute

# **RESOURCES**

First Customer Program

Biotechnology Business Consultants

#### **FUNDING**

Michigan Venture Capital Association

First Capital Program

Michigan Pre-Seed Capital Fund II

# **COWORKING**

Back Office Studio

Landline Creative Studios

Jahoots Morkantik



# Michigan Angel Fund (MAF) —

With 130 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.

In 2017, we successfully raised Michigan Angel Fund III and have invested in four exciting companies - Change Dynamix, Court Innovations, JOOL Health, and Groundspeed Analytics – all of which are performing very well. We also made our final investment from MAF II, in Shoulder Innovations. The Michigan Angel Fund not only provides an opportunity for more and different investors to become involved in our entrepreneurial ecosystem, it continues to be a VALUABLE RESOURCE to these early stage companies for whom other options for capital aren't available.

FURIAL SERVICES

# Skip Simms

SENIOR VICE PRESIDENT, ANN ARBOR SPARK



Access to Fundin

# **ENTREPRENEURIAL SERVICES AT-A-GLANCE**

- Entrepreneur Boot Camp

increase tax revenues.

# **IMPACT ON OUR LOCAL ECONOMY**

LDFA Accomplishments FY 2012-2017:

\$3.46 million in grants to startups

\$603 million private equity raised

shoptelligence **Alert**Watch Raises a Series A to double R&D staff

Launches service on six sites, doubles employees



GIVE AND TAKE

Raises \$2.2M seed funding round, launches beta of Givitas

lob Seekers

TRUE III JOB Quadruples number of customers

**SP**ARK

# leadership. vision. resources.

# Funding helps employers and skilled trades employees

In 2017, Ann Arbor SPARK worked closely with Michigan Works! Southeast to increase applications to the **Skilled Trades Training Fund (STTF)**. STTF provides competitive awards for employer responsive training that enhances talent, productivity, and employee retention. The funding helped **29 companies** in Washtenaw and Livingston counties with training, developing, and retaining current and potential employees. The training, which is customized to meet skills required by employers, **supported more than 930 jobs** in the region and **leveraged \$985,943** in state funds. The companies that benefited from STTF employ **more than 4,100 people**.

# Life science companies

Thanks to its deep talent pool, heritage, and flexible workspaces that support the growth trajectory common with life science companies, the Ann Arbor region is a destination for biopharmaceutical, bioresearch, medical device, bioinformatics, and biomanufacturing companies. Coworking space MI-HQ, located on the west side of Ann Arbor, has grown rapidly and is now home to **13 distinct life science companies**. Biopharmaceutical company Lycera continues to grow in Michigan. It moved into new space in Pittsfield Township in 2017. It worked with Ann Arbor SPARK to secure incentives to renovate its space to accommodate growth.

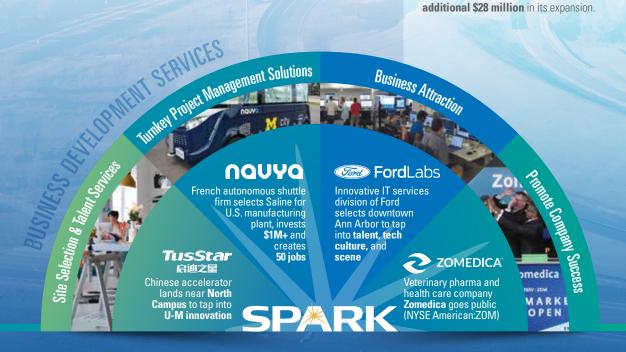
# Long-term growth fuels the economy

# ADI APPLIED DYNAMICS INTERNATIONAL

Applied Dynamics International, founded here in 1957, specializes in advanced computing. The company, which is experiencing rapid growth, announced it will invest nearly **\$4.4 million** and create **100 high-paying jobs** to expand in Ann Arbor.

# **TOYOTA**

Toyota celebrated its 40th anniversary in the Ann Arbor region in 2017. The automotive leader also announced a **135,000 sq. ft. expansion** of its research and development center in York Township. Toyota, which has invested **\$126** million here in the last two years, will invest an **additional \$28** million in its expansion.





# Spotlight on mobility

The past year was a banner year for mobility in the Ann Arbor region. The American Center for Mobility attracted AT&T, Visteon, Toyota, Ford, and Hyundai America Technical Center Inc. to begin testing connected and autonomous vehicles at its facility, which opened in December. Autonomous shuttle manufacturer May Mobility, whose technology was developed at University of Michigan, opened its offices in Ann Arbor and began testing its fleet in downtown Detroit. French-based NAVYA, whose autonomous, driverless, and electric vehicles are on the roads around the world, opened its first U.S. operation – a manufacturing facility – in Saline.

# LIVINGSTON COUNTY SNAPSHOT

Ann Arbor SPARK and the Economic Development Council of Livingston County are working to advance the economy of Livingston County and the Ann Arbor region. In 2017, this partnership resulted in more than \$19+ million in new investment and nearly 79 new jobs in the county.

\$279M in new private investment since 2012

# THAI SUMMIT HOWELL EXPANSION

**\$7 million** in investment **33 new** job commitments

# TG FLUIDS BRIGHTON EXPANSION PROJECT

**\$12 million** in investment **35 new** job commitments

# ABERRANT ALES OPENS IN DOWNTOWN HOWELL

Transformed a vacant space into a lively downtown destination

Ann Arbor SPARK and the Economic Development Council of Livingston County's guidance throughout our EXPANSION, HIRING, AND TRAINING has been great and a tremendous help.

# **Jaime Portillo**

TG FLUID SYSTEMS

# BUSINESS DEVELOPMENT AT-A-GLANCE

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

From creating business development opportunities in Ypsilanti to promoting a skilled trades training program, SPARK provides the leadership and vision needed to help companies plan and grow.

In the past 13 years, SPARK's business development team has facilitated over **456 PROJECTS** – growing and retaining businesses in the region as well as attracting global companies.

Livingston

HAMBU

Washtenaw WERGTER

Dexter

LIMA SCIO

Washtenaw

SHARON

# 2017: FINANCIAL HIGHLIGHTS

\$2.10M

**BUSINESS ACCELERATOR** 

\$459K

SPARK EAST INCUBATOR

\$403K

SPARK CENTRAL INCUBATOR

\$368K

LIVINGSTON COUNTY SUPPORT

\$5.88M **Budget Total**  \$2.55 M OPERATING BUDGET SOURCES

**Public** 

\$ 1,443,000

includes government & municipal funding

University

University of Michigan,

Eastern Michigan University & Washtenaw Community College

Private

includes contributions & sponsorships

\$ 777,000

\$ 330,000

\$2,550,000

# **Current Funders** As of December 2017

PRIVATE SECTOR - \$25,000+











**DTE Energy** Foundation

















# **PRIVATE SECTOR –** under \$25,000

Ann Arbor Area Board of Realtors

Arboretum Ventures

Arhormoon

Barracuda Networks

Blue Cross and Blue Shield of Michigan

Bodman

**Business Wire** 

**Butzel Long** 

Chemical Bank

Citizens Bank

Comcast Business

Comerica Bank

Disher Design

Domino's Farms

Fifth Third Bank

# **SPARK SUCCESSES**

2012-2017 RESULTS million in new company growth projects creating company growth projects creating: investment \$943.2 commitments million in new investment 6,223 announced announced startups assisted startups assisted, 522 received jobs intensive services and have employed 2,415 FTE pre-seed investments awarded to retained 9 companies (\$175.4k/company avg) companies received 2,094 companies assisted with 9,163 job postings iobs intensive services those companies microloans awarded to 23 companies (\$33.6k/company avg)\* currently employ **657 FTE** incubator incubator tenants nurtured companies assisted with tenants million community investments leveraged through Federal and State nurtured grants, foundations, and other sources

GDI Infotech

GenZe

Golden Limousine

Honigman Miller

ITC Michigan

Key Bank

Liebherr Aerospace

LLamasoft

Mannik & Smith Group

Menlo Innovations

Michigan Office Interiors

MLive Media Group

NSF International

Old National Bank

Oxford Companies

Plante & Moran

Ralph Wilson Foundation

Rehmann

Reinhart

Rudolph Libbe Group

SI Company

TD Ameritrade

**Thomson Reuters** 

Truven Health Analytics (IBM Watson Health)

University of Michigan Credit Union

#### **ACADEMIC PARTNERS**

Eastern Michigan University

University of Michigan

Washtenaw Community College

# **PUBLIC PARTNERS**

AAATA (The Ride)

Ann Arbor Charter Township

Ann Arbor Downtown Development Authority

Ann Arbor/Ypsilanti Local Development

Finance Authority

City of Ann Arbor

City of Chelsea

City of Dexter

City of Saline

City of Ypsilanti

**EDC** of Livingston County

MEDC

Michigan SBDC

Michigan Works! Southeast

New Economy Initiative

Pittsfield Township

Scin DDA

Superior Township

U.S. Department of Commerce

Washtenaw County

Ypsilanti Township

# talent. growth. investment.

# High-level talent creates high-level innovation

Ann Arbor is a destination where talented people know their careers – and their families – can thrive, and businesses know that they can find the talent they need to continue to create innovative products and services. These high tech, high skill jobs are critical to our continued economic success. Part of Ann Arbor SPARK's work is to generate awareness globally of the jobs and jobseekers in this region; this awareness fuels investment, business growth, and an ever-deepening talent pool that work in concert to drive economic prosperity.

# **TECH TALK**

891

REGISTERED

18

STATES REPRESENTED

TECHtalk



MICHIGAN

ANN ARBOR

SPARK
TECH TALK

#1 most educated cities
WALLETHUB.COM 2017

#5 best cities for millennials

#1 best cities to live in America



three years ago as a way to engage with talented individuals that had left Michigan for other cities, many of them on the coasts. As they return home to see family and friends, we want them to also see the Ann Arbor job ecosystem in a new way — this is the event in which we get to paint that picture for them. We want to make sure they know that the "SMARTEST CITY IN AMERICA" and best rated place to raise a family also has really compelling career opportunities!

Jordan Fylonenko

SENIOR PR MANAGER, DUO SECURITY

TECH HOMECOMING

15

PARTICIPATING COMPANIES

581

REGISTERED

23

WALK-INS

145

RESUMES COLLECTED

17

best cities

businesses

for small

STATES REPRESENTED **TECH TREK** 

70<sup>+</sup>

PARTICIPATING COMPANIES

4.200

REGISTERED

13

SPONSORS

1M people exposed to brand

43%

ACTIVE JOBSEEKERS

79%

OF COMPANIES
CONNECTED WITH TALENT

30

STATES REPRESENTED

# 2017 region by-the-numbers

# VENTURE CAPITAL DEALS

THE NATIONAL **AVERAGE** 

# **REGIONAL COMPANIES**

**INVESTING** CAPITAL

HIRING

**PROJECTING** SALES GROWTH

35%

LAUNCHING **NEW PRODUCTS** 

# FROM FOREIGN OWNED COMPANIES

OF INVESTMENT

OF NEW JOBS

# DOWNTOWN INNOVATION CORRIDOR REPRESENTS

**EMPLOYEES** 

**TECH COMPANIES** 

#20 happiest cities to

# **MARKETING THE REGION AT-A-GLANCE**

# Creating a global platform for the Ann Arbor region:

- Career opportunities

# **AWARD-WINNING NEW-MEDIA APPROACH**



3.6 M social media

impressions



105.7K YouTube views

# **BOARD OF DIRECTORS**

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**Bill Mayer VP Entrepreneurial Services** 

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**Alex West** 

Director of Research

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Lindsay Thomas Digital Marketing Manager

Joshua Thompson Marketing Analyst & Graphic Designer



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County Administrator Washtenaw County

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Associate Vice President, Engineering Arbor Networks

#### Joanne Rau

Senior Vice President
Business Banking Group Executive
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# Christine Sing Principal

Rehmann

# **David Snodgrass**

President and CEO Lake Trust Credit Union

# **Brenda Stumbo**

Supervisor Charter Township of Ypsilanti

# **Mickey Swortzel**

CFO/COO New Eagle

#### **Robert Young**

Group Vice President
Purchasing, Supplier Engineering
Development & Cost Planning
Toyota Technical Center
Toyota Motor North America

SPARK will advance the economy of the Ann Arbor region by establishing the area as a desired place for business expansion and location . . . by identifying and meeting the needs of business at every stage, from those that are established to those working to successfully commercialize innovations.









www.AnnArborUSA.org