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## HOW DID IT BEGIN?

### The Ann Arbor Entrepreneur Ecosystem

- Long history of Innovation and Entrepreneurship
- Largest PhD per capita in the US
- Origins of the Internet
- U of M \$1.71 Billion Budget in 2022
- State Support and the creation of Smart Zones
- Tax Increment Financing (tif)
- Leadership

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## MISSION STATEMENT

“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.”



ANN ARBOR  
SPARK

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## Why Communities Invest in Economic Development



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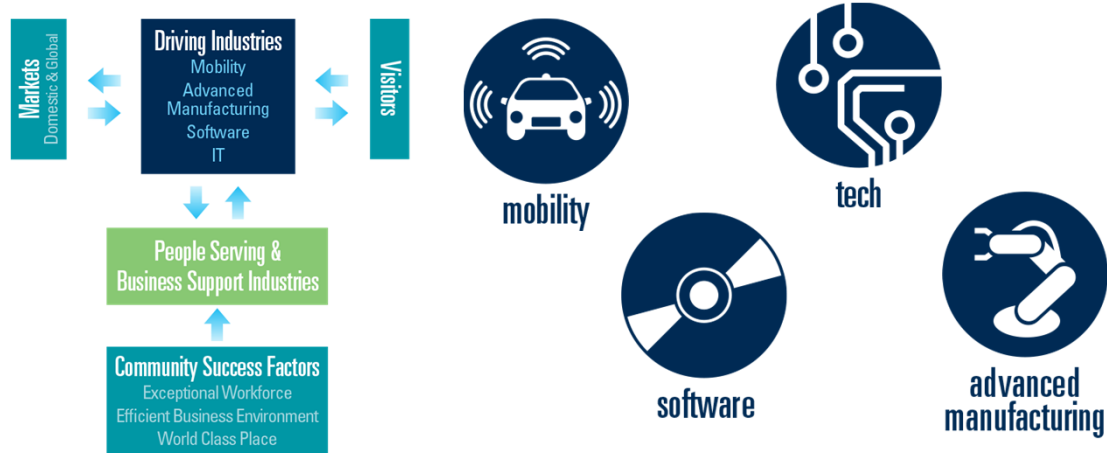
## Three Elements of Partnership

Private Sector, Local & State Government, and Academic Institutions



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## Driving Industries



FOUNDATION FOR GROWTH OF AN INNOVATION ECONOMY

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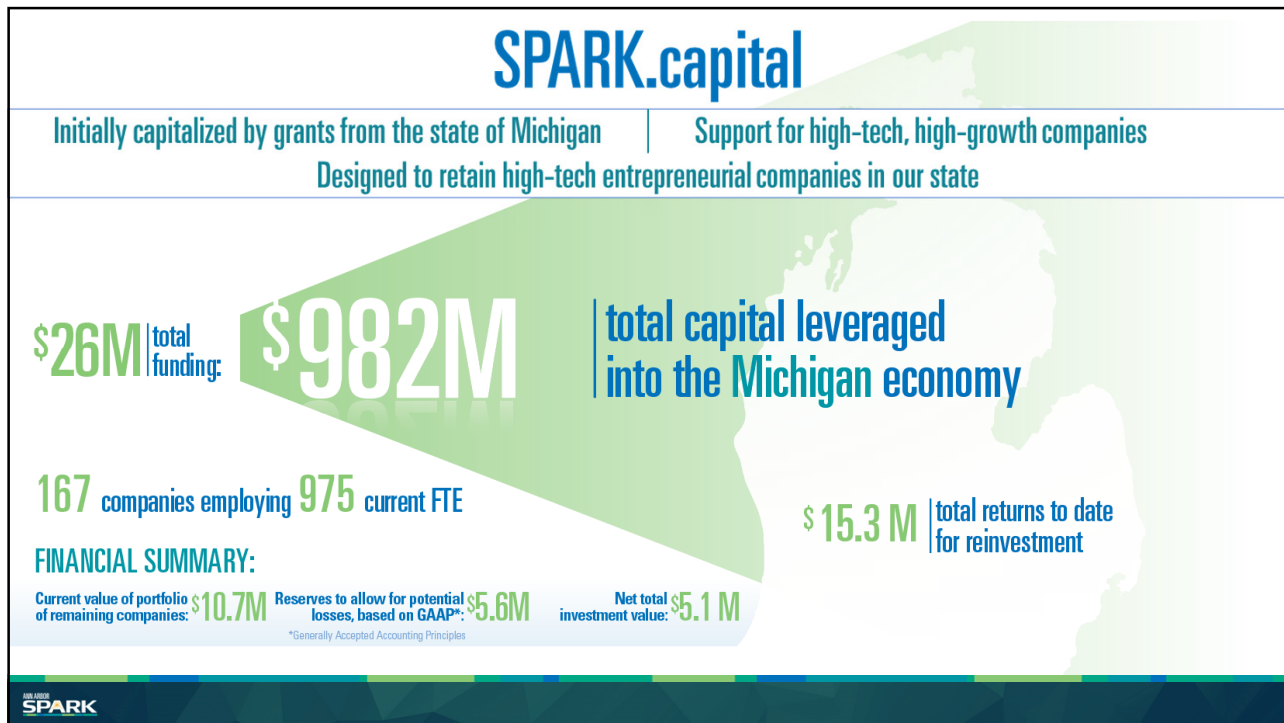
## 2023 Operational Goals

Business Development	2023 Goal
Number of Projects	22
Expected Capital Investment	\$88 million
Expected New Job Commitments	675
RFP Responses	26
Retention Calls	180
Referrals	320
Customer Satisfaction Score	4.8
Jobs at Companies Engaged by SPARK	15,000

Business Acceleration	2023 Goal
New Companies Created	50
Unique Companies Served	225
FTEs Employed by Companies Served	850
Level of Phase 3 Consultant Engagements Completed	\$825,000
Michigan Intern Placements	100
Marketing	2023 Goal
Website Visits	325,000
Video Views	750,000
Social Media Impressions	6,500,000
Social Media Interactions	500,000

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# Business Development

The Business Development team's goal is to have numerous, high-value engagements with our business and community partners that lead to increased jobs, investment and satisfaction with our region.

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## Business Development

Services



**TURNKEY PROJECT MANAGEMENT**  
Incentive identification and management,  
resources and referrals



**TALENT SERVICES AND SOLUTIONS**  
Finding the right people



**MARKET ENTRY STRATEGY**  
Market and risk analysis




**KEY INTRODUCTIONS**  
Local network building





AMN ARBOR  
**SPARK**


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## KLA


 **HEADQUARTERS**  
Milpitas, California

 **6,700 Employees**  
**\$3.5 billion Revenue**

 **Process control and yield management systems**  
for the semiconductor industry

 **KEY LOCATIONS**  
Singapore, Hong Kong,  
Germany, China, Israel





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# Entrepreneurial Services

Accelerate the growth of startups and early-stage companies, establish a sustainable tech ecosystem in the Ann Arbor/Ypsi region and continue to build a connected, collaborative regional environment with a globally recognized culture of innovation and entrepreneurship

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## Advancing the Economy

Entrepreneurial Services

Local Development Finance Authority Programs

### Grants

### Incubator Operations Support

### Talent

- Intern Match
- DEC Clinic
- Student Tech Trek
- EIR

### a2Tech360

### Events and Marketing

ANN ARBOR-YPSILANTI

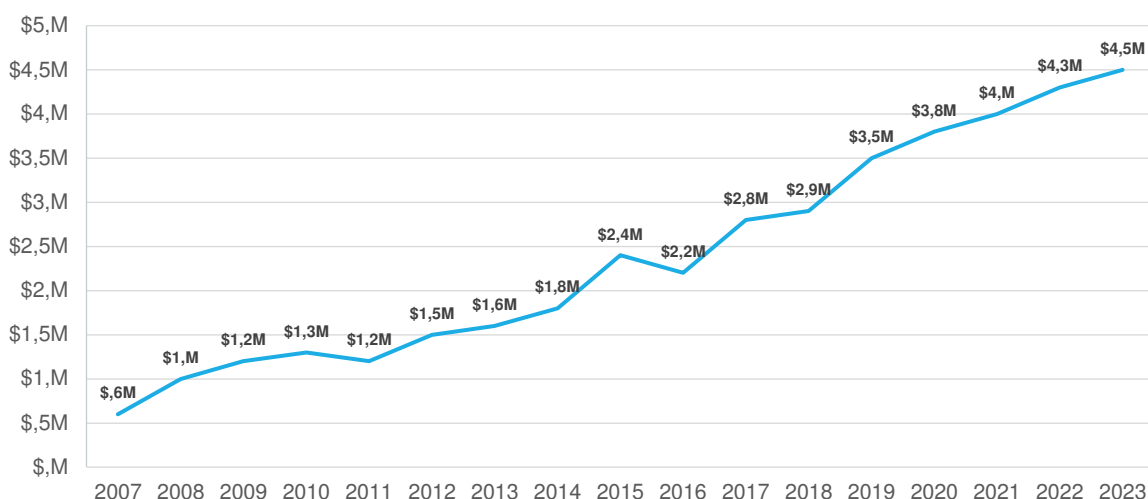


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## SmartZone Funding

MEDC SmartZone 2007 – 2023



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## SmartZone Results

Ann Arbor / Ypsilanti

### Key Metrics

- Companies Created: This is our earliest indicator of the pipeline ahead.
- Companies Served: Quality vs Quantity.
- Jobs: the Stage 2 problem.
- Funds Raised: Ultimately, this is where we can potentially lose them.



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## Statewide Business Accelerator Fund Program

Healthy People, Healthy Economy - Pivoting to Succeed Against New Challenges



Esperovax



BEDESTRIAN



### Overview

The Michigan Small Business Development Center recently made additional Business Accelerator Funds available to business accelerators to help early stage tech companies involved with alleviating the COVID-19 crisis or severely struggling as a result of it.

Ann Arbor SPARK's entrepreneurial services team is facilitating the process for small businesses in Washtenaw and Livingston counties.



ID VENTURES



MICHIGAN RISE

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# ParaBricks

## Entrepreneurial Services Case Study

ParaBricks

SPARK

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## Entrepreneurial Services

ParaBricks Case Study – Timeline



ParaBricks

**October 2015**

Attended NSF iCorps to validate concept

**November 2015**

Faculty members drop out of team leaving only two post docs

**January 2016**

Mike Klein (who had just left Online-Tech) engaged to perform due diligence

**April 2016**

Remaining team members attend SPARK Boot Camp

**Sept 2016**

Mike Klein contracted to provide the team, absent leadership, with strategic help

COMPANY IDENTIFIED

← INTENSIVE WORK →

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# Entrepreneurial Services

ParaBricks Case Study – Timeline



## Jan 2017

Accounting system, customer acquisition, Marketing Plan, and New Website built with SPARK Grants

## December 2017

Mike Klein brought back in to assist with scale in Genomics research market

## April 2018

Monroe Brown Seed Fund invests \$400K

## August 2018

SPARK grants to provide Trade Show help, trademarks, and competitive analysis

## December 2019

Acquired by NVIDIA

→ SPARK.ED, etc. ← FUNDING ALLOWS FOR GROWTH → SUCCESS

ALL ABOUT SPARK

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## a2TECH360

Ann Arbor's Weeklong Celebration of Innovation

SPARK Events
Returning Partners
New Partners

October 7 & 14	October 7	October 7	October 8 & 9	October 9	October 10	October 10
October 11	October 11	October 11	October 12	October 12	October 12	October 12 & 13
October 13	October 13	October 14	October 14	October 14	October 14	October 14

# Promoting the Village

[a2tech360.com](http://a2tech360.com)

## a2TECH360

Ann Arbor's Weeklong Celebration of Innovation

### 2022 Registrations

**13,532+**

Total Registrations

**2,868**

SPARK Event Registrations

**10,664\***

Partner Event Registrations

### 25 Events

Even more events than 2021

**Geographic Reach**

- 5 Countries
- 25 Different States
- 235 Unique ZIP Codes

### Why do it?

- **Intersection with Community**
- **Brand Recognition**
- **Students and Jobseekers**
- **Inspire the next generation**

ALL ABOUT SPARK

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## a2Tech360

Ann Arbor's week-long celebration of innovation



Ann Arbor  
**SPARK**

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## North American International Auto Show

Ann Arbor Innovation on Display



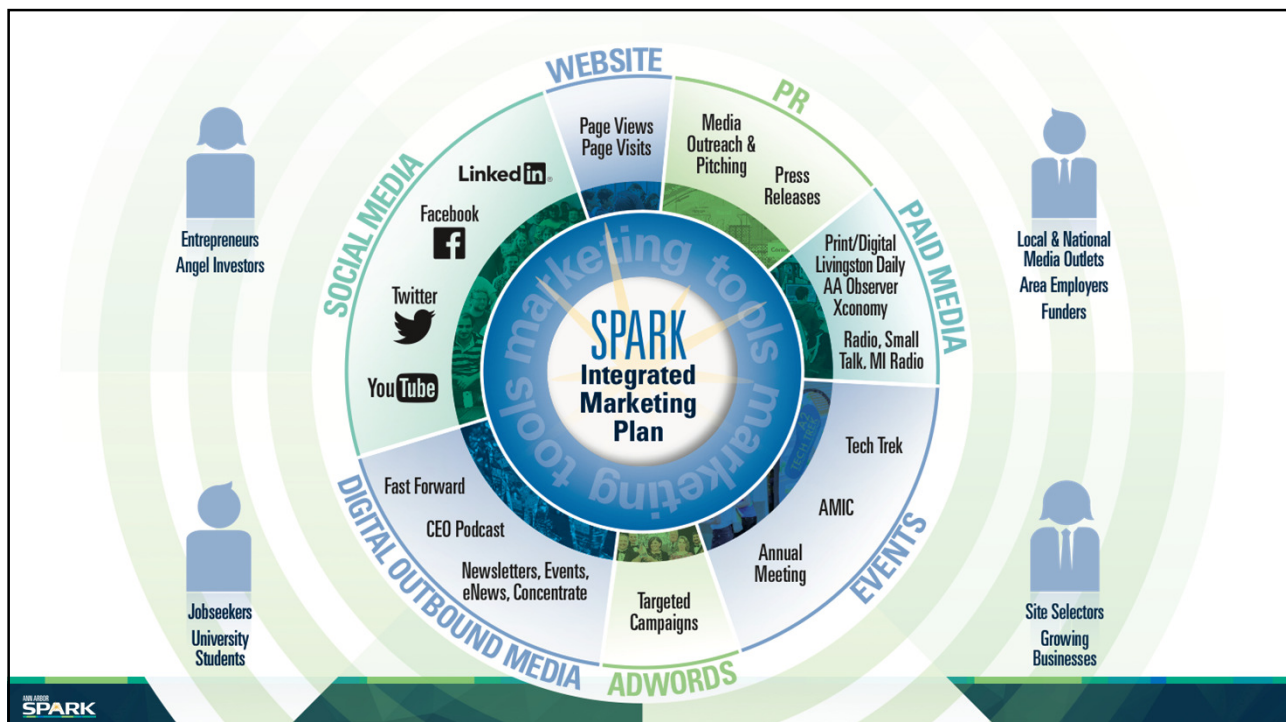
Ann Arbor  
**SPARK**

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# Marketing & Communications

Ann Arbor SPARK's marketing team works to increase awareness of the region throughout the world as a destination for innovative people and companies.

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## Long Lasting Impact

Five Years in Review | 2016 – 2022 Results

**163**

company growth  
projects creating:



**\$690.3M**

in new investment commitments

**5,239**

announced  
jobs

**\$15M+**

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

**784**

startups  
assisted

**7**

pre-seed  
investments

awarded to

**6**

companies  
(\$190.5k avg)



**234**

incubator  
tenants  
nurtured  
and

**154**

incubator  
graduates



**154**

companies  
assisted

with posting

**842**

job  
listings



**19**

microloans  
awarded to

**17**

companies  
(\$31.6k avg)



ALL ABOUT  
**SPARK**

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**CAHOOTS**



techarb



**MI SBDC**

**MVCA**



**M** COLLEGE OF ENGINEERING  
CENTER FOR ENTREPRENEURSHIP

**TechBrewery**

**venue**



ALL ABOUT  
**SPARK**

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# Thank you!

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<https://annarborusa.org/>