



Past. Present. Future.

20 Years

ANN ARBOR SPARK 2023 ANNUAL REPORT



20 Years

CUMULATIVE SINCE INCEPTION

600

COMPANY GROWTH PROJECTS CREATING:

\$3B in new investment commitments

22K new jobs created

30K jobs retained

1,349

STARTUPS ASSISTED with intensive services creating 4,841 jobs that currently employ 6,971 FTEs

519

INCUBATOR CLIENTS NURTURED

521

BOOT CAMP TEAMS creating 1,396 jobs that currently employ 2,102 FTEs

\$1.1B

SPARK CAPITAL FUNDING ATTRACTED \$31M into 191 companies, since 2007 inception

\$23.7M

MICHIGAN ANGEL FUND INVESTED into 41 companies, attracting \$557M since 2012 inception

#1 Top Public Universities IN AMERICA 2020, 2022



Best Public Schools IN THE U.S. 2021, 2022, 2023



#2 Best Places to Live IN AMERICA 2020, 2021, 2022

#1 Most Educated City IN THE U.S. 2014, 2015, 2022, 2023



#2 College Town IN AMERICA 2010, 2020, 2022, 2023, 2024





U-M's Tech Transfer National Advisory Board recommends to President Mary Sue Coleman that a private-public-academic partnership is needed to transform the area into a national hub for innovation, business, and talent, and **SPARK is born**

ANN ARBOR
SPARK



TOYOTA

HYUNDAI

Hyundai and Toyota make significant investments in Ann Arbor

Pfizer announces plan to close Ann Arbor facilities, impacting more than 2,000 jobs, leading to the creation of SPARK's Job Board

MI Pre-Seed Capital Fund established

SPARK EAST

SPARK East opens in downtown Ypsilanti

Faurecia Interior Systems LLC invests \$130M in new Saline operations

faurecia

Economic development alliance with **Livingston County** formed

SPARK Internship Match program introduced

EDC

AEDO

IEDC designates SPARK as an Accredited Economic Development Organization (AEDO)

SPARK publishes **"Ahead by a Century: The Future of Automotive Technology"** about redevelopment at Willow Run

MILLENDO THERAPEUTICS

Toyota invests \$126M in expansion



A2 Tech Trek launched

Tech Homecoming launched

Millendo raises \$62M Series B — largest venture capital round in MI history to date



MA

Founded and led by **SPARK**, the **American Center for Mobility** broke ground at Willow Run with \$60M in support from the State of Michigan and \$25M from private sector partners

MAY

May Mobility Ann Arbor establishes headquarters, raises \$3.5M

The Ann Arbor/Ypsilanti SmartZone renewed for 15 years

Tech Talk launches

DU

Duo Security acquired by tech giant Cisco for \$2.5B

KLA establishes second U.S. headquarters in Ann Arbor



KLA

At the onset of **COVID-19**, **SPARK** quickly deploys over \$16M in critical funding to support 2,600 area businesses

Initiated the **Ann Arbor-Ypsilanti Corridor Fiber Optic Backbone** project with a \$2.4M U.S. Economic Development Administration grant to expand fiber from Ann Arbor to Ypsilanti

Inclusive Workplace Series DEI Awareness launched
Updated **SPARK's Strategic Plan**

LUXWALL
S&B NETWORK

Luxwall an Innovate Ypsi grant recipient, invests \$2.9 million and creates 45 new jobs in Ypsilanti Township

Hyundai America Technical Center, Inc. (HATCI) announces \$51M expansion of R&D automotive campus in Superior Township

2004

2006

2007

2008

2009

2011

2013

2014

2015

2016

2017

2018

2020

2021

2022

Google

Google opens Ann Arbor office

Technology business incubator launched at SPARK Central

Michigan Life Science and Innovation Center (MLSIC) launched

CEOpodcasts

CEO Podcast launched

Michigan Life Science and Innovation Center

Entrepreneur-in-Residence Program introduced

Michigan Angel Fund established

Greater Ann Arbor Region (GAAR) formed, a six-county regional collaborative

greater ann arbor REGION

SKYSPECS

SPARK, in partnership with **Walbridge**, awarded \$247K grant from the U.S. Department of Commerce to redevelop Willow Run

Michigan Angel Fund II established

Skyspecs, Inc. raises \$3M Series A

Lake Trust builds \$30M headquarters in Brighton

LAKE TRUST

MENLO INNOVATIONS

Menlo Innovations — a 2002 Boot Camp graduate — named one of Inc. Magazine's Fastest Growing Companies, opened the Startup Garage for early-stage entrepreneurs in downtown Ann Arbor

MI-HQ

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

MI-HQ established in Scio Township housing 13 distinct life science companies

a2TECH360 launched — Mobility Row, Ann Arbor Mobility Summit, What the Future Holds, and HackA2 join the lineup to create a week-long program, highlighting the region's tech ecosystem

City of Brighton
MICHIGAN

Wacker Chemical invests \$51M in new R&D center in Pittsfield Township

City of Brighton, Brighton DDA, SPARK partner to develop Main Street Showcase app and focus on attraction, growth, and retention for the downtown area

Sartorius chooses Ann Arbor to serve as the hub of their North American R&D operations

SARTORIUS

City of Brighton
Downtown Development Authority

20 Years

SPARK CENTRAL



2023 Funders

FOUNDERS

DTE Foundation

Google

LEADERS

bank of ann arbor

LAKE TRUST

INNOVATORS

First Martin
CORPORATION

TOYOTA

KLA+

WACKER

ACCELERATORS

Ann Arbor Board of Realtors
Arboretum Ventures
Bodman PLC
Butzel Long
Consumers Energy
Domino's Farms Corporation
Hagerty Insurance Agency
Honigman LLP
ITC Michigan
Old National Bank
Oxford Companies
Rehmann
Rudolph Libbe Group
Sartorius
SI Company
Trinity Health
University of Michigan Credit Union

ENTREPRENEURS

A.R. Brouwer Company
Chelsea State Bank
Comerica Bank
Common Sail Investment Group
Cunningham-Limp
Fifth Third Bank
Granger Construction Company
J.S. Vig
Menlo Innovations
Portage Capital
Reinhart Realtors
Roxbury Group
The Sunow Company

ACADEMIC PARTNERS

Eastern Michigan University
University of Michigan
Washtenaw Community College

PUBLIC PARTNERS

Ann Arbor Area Transportation Authority
Ann Arbor/Ypsilanti Local Development Finance Authority (LDFA)
Ann Arbor Charter Township
Ann Arbor DDA
City of Ann Arbor
City of Brighton
City of Chelsea
City of Dexter
City of Saline
City of Ypsilanti
EDC of Livingston County
Michigan SBDC
MEDC
Pittsfield Township
Scio DDA
Michigan Works! Southeast
Ypsilanti DDA
Ypsilanti Township

2023 Financials



ONE OF THE **Top 100** Places to Live in the U.S.
LIVABILITY 2023

#8 Best Cities to Live in America
NICHE.COM 2023

2023 Board of Directors

David Ruud (Chair)
Senior Vice President &
Chief Financial Officer
DTE Energy

Kelly Sexton (Vice Chair)
Associate VP for Research
University of Michigan
Innovation Partnerships

**David Snodgrass
(Treasurer)**
President & CEO
Lake Trust Credit Union

Tiffany Ford (Secretary)
President & CEO
University of Michigan
Credit Union

David Parsigian (Past Chair)
Co-Managing Partner
Honigman LLP

Dr. Rose Bellanca
President
Washtenaw Community
College

Nathan Burd
County Administrator
Livingston County

Gregory Dill
County Administrator
Washtenaw County

Milton Dohoney
City Administrator
City of Ann Arbor

Leigh R. Greden
Chief of Staff
Eastern Michigan University

Mandy Grewal, Ph.D.
Supervisor
Pittsfield Charter Township

Jeff Hauptman
CEO
Oxford Companies

Justin Hodge
Commissioner
Washtenaw County

Chris Kolb
Vice President
Government Relations
University of Michigan

Paul Krutko
President & CEO
Ann Arbor SPARK

Mark LePage
SVP, Medical Groups and
Ambulatory Strategy
Trinity Health

Lon Lowen
Associate Vice President,
Engineering
NETSCOUT

Timothy G. Marshall
President & CEO
Bank of Ann Arbor

John McLaughlin
Senior Director
Ann Arbor Site Leader
KLA Corporation

Tim Petersen
Managing Partner
Arboretum Ventures

Venkat (DV) Rao
Senior VP, Strategy
Consumers Energy

Paul Roney
President
Domino's Farms

Chris Sing
Principal
Rehmann

Brenda Stumbo
Supervisor
Ypsilanti Township

Simon Whitlocke
Vice President ITC Holdings
Corp. and President
ITC Michigan Corp.

David Wilhoit
President and CEO
Wacker Chemical

Christina York
CEO
SpellBound

Robert Young
Group VP, Purchasing
Toyota NA R&D
Headquarters



2023 Successes

WASHTENAW & LIVINGSTON:

23 COMPANY GROWTH PROJECTS CREATING:

\$208M in new investment commitments

516 new jobs created

363 jobs retained

400 STARTUPS ASSISTED

231 of those companies received intensive services and currently employ **1,046** FTE

102 INCUBATOR CLIENTS NURTURED

11 BOOT CAMP TEAMS

that currently employ **24** FTE

50 INCUBATOR GRADUATES



LDFA FISCAL YEAR 2023

231 companies served

101 new jobs created

102 incubator clients

\$1.56M in grants to startups

\$128M private equity raised

SPARK Services are funded in part by **The Ann Arbor/Ypsilanti SmartZone LDFA**. It provides capital to commercialize technologies developed locally and is funded by the State of Michigan.

SPARK CAPITAL

\$1M invested into 13 companies

SPARK Capital is a statewide co-investment fund managed by Ann Arbor SPARK, designed to support and invest in innovative businesses across the state.

MICHIGAN ANGEL FUND (MAF)

\$739K invested into 4 companies

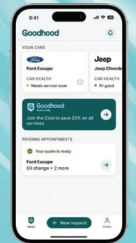
Managed by Ann Arbor SPARK, **MAF** is the largest angel organization that invests in early-stage tech companies across Michigan.

#1 Best Places to Live IN AMERICA STUDY.FINDS.COM 2023



sniffer

\$410K invested



Goodhood

\$100K invested

impact

2023 Successes

400 startups assisted
231 companies received intensive services and 1,046 FTEs

102 incubator clients
11 boot camp teams
24 FTEs

FUNDS RAISED:

WAY Mobility \$105M

Censys \$50M

Blumira \$15M

ONL \$15M

infoReady \$3.5M

shopelligence \$2.7M

SONAMORE \$2M

start

SPARK's **Entrepreneurial Services** team offers vital resources required for entrepreneurs to start and grow their ventures.



CULTUREWELL, a trailblazer in lab services innovation, saw remarkable growth and expansion, thanks in part to the foundational experience gained from participating in SPARK's Boot Camp and Biomedical Commercialization programs. With SPARK's backing, Culturewell not only raised funds to upgrade their laboratory services and facilities but also benefited from a wealth of resources including legal services, product development support, and access to experienced entrepreneurs-in-residence, notably Jen Baird. This comprehensive assistance enhanced the company's operational strengths and solidified its status as an industry leader.



SNIFFER ROBOTICS successfully secured a \$2 million seed funding round, led by the Michigan Angel Fund, to further develop its innovative drone-based methane leak detection technology, the SnifferDRONE™. This funding round also saw participation from other investors, highlighting the significant potential of Sniffer Robotics in environmental technology services. The company's cutting-edge solution is recognized for its ability to automate methane emission monitoring, significantly improving efficiency and safety over traditional methods.



ULENDO, a dynamic company specializing in innovative manufacturing solutions, has seen remarkable progress with the support of SPARK. SPARK played a pivotal role in Ulendo's fundraising efforts, enabling the company to secure the capital investment necessary for its growth and expansion. In addition to financial assistance, SPARK facilitated access to valuable resources, including legal support and the provision of interns, enriching Ulendo's operational and developmental capacities. A crucial moment in the company's journey was when Brenda Jones, initially joining as an entrepreneur-in-residence, stepped into the role of CEO. Her leadership has been instrumental in guiding Ulendo towards achieving its ambitious goals.



SPARK

Culturewell




#7 Best Cities to Raise a Family
IN AMERICA
NICHE.COM
2023

SPARK's **Business Development** team specializes in assisting companies with growth strategies, providing tailored support in areas such as talent attraction, access to capital, and connecting to essential business resources.

MI-HQ In 2023, **MI-HQ** started renovating the Eastern Michigan University College of Business building, indicating confidence in downtown Ypsilanti as part of the Ann Arbor-Ypsilanti innovation ecosystem. The project, anchored by Michigan Medicine, seeks to enhance health services while providing a space for incubation, laboratories, and work activities, bolstering the SPARK East Innovation Center and Back Office Studio. This effort is the result of collaboration between Ann Arbor SPARK, Eastern Michigan University, the City of Ypsilanti, Washtenaw County, and the Michigan Economic Development Corporation (MEDC).

TOYOTA **Toyota Motor North America** will expand its R&D campus in York Township with the construction of a new \$48 million battery lab. This strategic development will aid the development of batteries for electric vehicles (EVs) in the United States. This investment highlights the company's dedication to innovation and its proactive approach to meeting the growing demand for EVs. Ann Arbor SPARK helped Toyota manage the support opportunities with York Township and the State of Michigan.

MI FAME
Mitten Chapter  Ann Arbor SPARK celebrated the launch of the **Federation for Advanced Manufacturing Education (FAME) Advanced Manufacturing Technician (AMT)** training program with a "Signing Day" event for 10 advanced manufacturing students from the inaugural cohort, pairing them with sponsoring employer partners. This work-and-learn program, offered in partnership with Washtenaw Community College and local employers like Toyota, is an opportunity for students to graduate debt-free. This initiative is a significant step in bridging the skills gap in the manufacturing sector and contributing to the development of a highly skilled workforce.



The SPARK EAST Innovation Center plays a vital role in Ypsilanti's economic growth and community upliftment. It has enhanced its services to better support local small businesses and historically underserved groups, serving a higher percentage of these communities compared to the national average. The center boosts entrepreneurial success through specialized mentorship programs, funding access, and collaborations with local organizations for training and development, empowering small business owners to prosper in a competitive environment.

#1 Best Places to Live in Michigan
U.S. NEWS AND WORLD REPORT 2023



26 incubator clients
31 companies served
creating 26.5 jobs that currently employ 103 FTEs
26.5 new jobs created
\$112.9K in grants to startups

grow

Ann Arbor SPARK's Marketing team provides direct support to startups, thanks to the LDFA.

These services (which would normally be cost-prohibitive to early-stage companies) include consulting on marketing strategy, product positioning and targeting, website development, social media strategy, public relations, collateral development, and more. In 2023, the dedicated entrepreneurial marketing team delivered **272 engagements for 64 of the startup companies** working with SPARK.

2023 Successes

500K | website visits

456K | video views

486K | social media interactions

97 | events
7200+ registrants

7.6M | social media impressions

ENTREPRENEURIAL SERVICES

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

BUSINESS DEVELOPMENT

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

MARKETING

- Promote company successes
- Amplify visibility of the best & brightest
- Support the needs of startups
- Publicize the region to a global audience
- Host events that encourage collaboration across the ecosystem

#5 Cities on the Tech Frontier
MIDSIZE TECH HUBS
BURNING GLASS
INSTITUTE 2023

#1 Best Place to Live for Quality of Life
IN THE U.S.
U.S. NEWS AND
WORLD REPORT
2023



PAUL KRUIKO, BEN ERNST, CARRY TOAZ, BILL MAYER, CHARLOTTE DILLARD, DENISE MURRAY, ERIN WILEY, DIDEM KARABOGLA, JENN HAYMAN, SARA CRODDE, JENNIFER OLMSTEAD, HAYDEN BRAUN, JOSHUA THOMPSON, KAILIE MORETTO, JOSE FIGUEROA, KRISTINE WASH-WONG, LAUREN DE VRIES, LAURA BERARDUCCI, PAUL SANTER, JAMES SEABOLT, MARCIA GEBAROWSKI, LINDSAY THOMAS, MIKE FLANAGAN, MARGARITA HERNANDEZ, NICHOLAS JOBLONSKI, LISA BIES, NICKI JOLING, TAMI SALCSBURY, MELISSA SHELTON, RHELLE JONES, THOMAS CRAWFORD

Learn more about the SPARKTEAM



a2TECH360

promotes the Ann Arbor region as an area of innovation. Offering more than a week of tech-related events, it creates connections between entrepreneurs, researchers, investors, businesses, educational institutions, nonprofits, job seekers, and the general public to generate discussion, ideas, and new opportunities.



2023 **Successes**

25 total events

3,870+ total registrations

819K social media views

19 FastTrack awardees

Our **Tech Homecoming** event connects talented professionals with Ann Arbor and its vibrant tech ecosystem, which has produced hundreds of startups and billions in enterprise value in the past five years.

8 states represented

373 registrants

16 participating companies



56 Tech Trek participating companies

100K website visits



#2 Cities with the Best Public Schools in America
NICHE.COM 2023

tech homecoming



Learn more about a2TECH360



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