



Ann Arbor SPARK Overview

@nn arbor usa



Mission Statement

- “SPARK” will be the ***driving force in establishing the Ann Arbor Region 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.

- **Merger** of Washtenaw Development Council , Ann Arbor IT Zone and Ann Arbor SPARK
- **Public – Private partnership** among academia, business, government, and not-for-profit organizations
- **Governed** by a dynamic board of directors
- **Led** by superior caliber employees, consultants, and volunteers
- **Stakeholders include:** universities, businesses, state and local governments, regional innovation focused membership organizations

- | | |
|--|---|
| <ul style="list-style-type: none"> • Ann Arbor Angels • Ann Arbor Area CVB • Ann Arbor Board of Realtors • Ann Arbor Business Review • Ann Arbor Chamber • Ann Arbor Community Foundation • Ann Arbor News • Ann Arbor-Ypsilanti, LDFA • County and Local Units of Government • Detroit Regional Economic Partnership • Detroit Renaissance • Enterprise Group of Jackson • Economic Development Coalition of SE Michigan • Genesee County/Flint Regional Partnership • Home Builders Association of Washtenaw County • MichBio • Michigan DLEG | <ul style="list-style-type: none"> • Michigan State Housing Development Authority • Michigan Economic Development Corporation • Michigan Manufacturing Technology Center • Michigan SmartZone Network • Michigan Venture Capital Association • Michigan Works!/ETCS • Small Business & Technology Development Centers • Southwest Michigan First • University of Michigan • Washtenaw Community College • Eastern Michigan University • Washtenaw County United Way • Wayne County Economic Development • Ypsilanti Chamber • Ypsilanti CVB • Ypsilanti Gateway, CEDC |
|--|---|

The Ann Arbor Region will:

- Build a unified Team working together to achieve common economic objectives, without duplication of effort
- Be known as a “hot spot” for high-value knowledge intensive diverse talent
- Be recognized as one of the nation’s best regions for innovation based business retention and growth
- Be known as an innovation hub with access to funding and business creation resources
- Be a national and international recognized brand
- Be on the “short list” for site selectors and other decision influencers

- High-value knowledge-intensive workers
- Innovation in products, services, and delivery
- Ann Arbor USA (defines entire region, currently Washtenaw County)
- Statewide Collaboration/Partnerships
 - “Open Source Economic Development”
- Proactive versus reactive

10. Create a common vision among economic development organizations
9. Establish specific goals and timing for the community's support to emerging business
8. Gain the support of local and state government to enact laws and modify policies which will be more friendly to start-ups
7. Communication – Create an effective branding message to develop a consistent understanding of the region's value-proposition
6. Facilitate increased connectedness of larger corporations to startups

5. Focus on a finite set of emerging technologies, or industry specialties
4. Encourage a more entrepreneurial, risk-taking culture in the region by celebrating venture successes
3. **Facilitate increased connectedness between universities and startups so that intellectual property is more easily transferred**
2. **Link entrepreneurs with early and effective mentoring and coaching**
1. **Provide adequate seed funding and subsequent growth capital**

The **SPARK retention and attraction** team knows the region thoroughly and can help you find what your business needs to grow. Our services include:

- Site searches of industrial and office buildings
- Assistance with state and local incentives (PA-198, MEGA, etc.)
- Access to business, educational and community resources
- Provision of business costs, demographics and other statistical data
- Community and business materials, multiple languages
- Community tours and introductions to business leaders

SPARK's Business Accelerator is designed to shorten the time required to reach commercialization, attract capital, and secure customers

Services

- Entrepreneur Bootcamp
- One-on-one coaching and mentoring
- Funding assistance via Angels, VC's, state/federal grants, etc.
- Business critical introductions
- Market research and competitive analysis
- Intellectual property validation
- Talent needs assessment and recruitment
- Business plan review and assistance



Michigan Innovation Equipment Depot

The Michigan Innovation Equipment Depot (MIED) provides “high value” equipment to life science start-up companies throughout Michigan. \$5 million committed for 2006-2008.

Partner organization responsibilities

- Ann Arbor SPARK serves as program administrator and is responsible for receiving donated equipment and distributing items to the companies
- Michigan SmartZones are responsible for due diligence of the companies and their requests
- MichBio evaluates requests to determine best use of equipment for the benefit of Michigan's fast growing life science sectors
- MEDC provides funding for warehousing, logistics and repairs



Michigan Pre-Seed Capital Fund

Michigan Pre-seed Capital Fund (\$9.5 million) was established to provide access to capital for high-tech start-up companies and to position them for external investment

Eligibility

- Competitive edge technology sectors; Life Sciences, Advanced automotive, manufacturing or materials, Homeland security and defense, and Alternative energy
- Michigan based (or willing to relocate upon award of funds)
- Ownership or license to innovative technology
- Small business as defined by the United States SBA
- Evidence of follow-on investment or other revenue
- Completed business plan

Regional Incubator Network offers high-quality facilities and services to capitalize on the Ann Arbor region's life science, IT/software, Alternative Energy, Advanced Automotive and Materials sectors

Project Goals

- Improve the business climate for competitive edge technology companies in the Ann Arbor region
- Preserve valuable wet laboratory space
- Foster new life science, IT/software, Alternative Energy start ups
- Retain and attract highly skilled talent, creating new high-wage employment opportunities
- Provide a competitive advantage to Ann Arbor start ups companies
- Provide laboratory and related office space to promising early stage companies

Companies

- Recruiting services to candidates through targeted job postings
- Workforce availability and compensation research
- "Hot Shots" (access to high-value-knowledge talent)

Entrepreneurs

- Job/Co-founder/Advisory Board members
- Training programs
- "Mingle and Match" (access to entrepreneurial talent)

Opportunity Seekers

- Job postings and opportunities
- Career Change Boot Camps
- Networking events

Community

- Strategic workforce research and planning
- University graduate talent attraction and retention programs

2006 – 2008 Results

- 101 projects with \$925+ million new investment commitments
 - Aastron BioSciences, Accuri Cytometers, Advanced Photonix, Aernnova Engineering, Conway Freight, Genomatix, Google, Hyundai R&D, Research Triangle Institute (RTI), Barracuda Networks, Metabasis, SRI International, National Testing Lab, NSF International, NetEnrich, Toyota Technical Center, Xoran Technologies
- 7,054 new jobs and 5,740 jobs retained
- 155 Innovation Startups
 - AAPharmasyn, Accio Energy, AlphaCore Pharma, Compendia Biosciences, ElectroJet, Lycera, OTO Medicine, Phrixus Pharmaceuticals, Velesco, Lycera, Esperion Therapeutics
- Leveraged community investments to \$25 million -- through acquisition of Federal funding, State of Michigan 21st Century Jobs Fund and Pfizer equipment donation to Michigan Innovation Equipment Depot
- * Approximately \$8 million additional business tax revenue

*estimate based on client committed investments and jobs



Questions:

Michael@AnnArborUSA.org

www.AnnArborUSA.org

@nn arbor usa