SmartZone LDFA Collaboration Report
Quarter 2, 2022
(Jan 1 – March 31, 2022)

SmartZone LDFA Board Meeting
May 11, 2022

Teams/New Hires

**Start Garden**
- Paul Moore, Director
- Laurie Supinski, Director
- Jorge Gonzalez, Director
- Darel Ross II, Director
- Belen Salas, Program/Membership Manager
- Adrian Butler, Brand & Social Media Ambassador
- Erica Hoosier, Grants Manager
- Aubree Moran, Space & Membership Coordinator
- Darren Riley, EIR

**Spartan Innovations – Grand Rapids**
- Kyle McGregor, Director of Health Innovations
- Janet Wyllie, Director, Gateway Grand Rapids
- Bonnie Dawdy, Program Manager
- Laure Cesa, PhD, EIR
- Dan Rogers, MBA, EIR

**Support from East Lansing Team**
- Jeff Wesley, Executive Director, Red Cedar Ventures and MI Rise
- Frank Urban, Director, Venture Creation – Life Sciences
- Christian McKenzie, Venture Associate
- Anum Mughal, Placemaking Manager
- Brad Fingland, Director, Venture Creation – Physical Sciences
- Melody Stokosa, Administrative Assistant

**New Hires/Staff Changes**

**Start Garden**
- Marketing Manager - Open

**Spartan Innovations – Grand Rapids**
- Program Associate - Open
- Marketing Intern – *Offer Extended*
Entrepreneurs in Residence

Laura Cesa, Ph.D., ADHD Online (GR) TheraB BAS Program (GR)

Jim Hamby Samsonize

Eric Petersen Information Technology Cross Equipment (EL)

Matt Rudd Life/Physical Sciences Black Pine Engineering Will Winn Games, Inc.

Zach Detweiler Enspired Solutions

Jack Luderer, M.D., Information Technology AZ Solutions (EL)

Marquicia Pierce, Ph.D., MBA Life Sciences FibraxX Mary Free Bed & Pine Rest (GR)

Karen Studer-Rubel State MIR (T3N) Life Sciences Karen Liby Project Chris Waters Project

Kim Gamedz Education Technology Michigan Virtual Education Challenge

Katherine Massey, Ph.D Life Sciences SBIR/STTR Grant Writing

Bob Ranger Physical Sciences Polyplastic Technologies

Brad Wilson Education Technology CMM4

Joe Gilby Information Technology Auxin Games (GR) Mary Free Bed (GR)

Brent Mulder, Ph.D Life Sciences Van Andel (GR) Pine Rest (GR) Mag Plasma

Darren Riley Business Development Just Air (GR) Commune Angels

Dan Rogers Health Care/Clinical Trials BAF Program (GR) Trinity & Spectrum (GR)

Programs

Conquer Accelerator in GR – Sept. 12 through Nov 18, 2022
Conquer Accelerator emphasizes smart planning and growth, empowering cohorts with extensive mentorship from an experienced bench of professionals. Over ten weeks, Conquer teams follow a tailored curriculum, designed to help both startups and established companies overcome their challenges.

- Investment of $20,000 in exchange for a convertible note
- Space to innovate and work collaboratively
- Mentorship from experts in marketing, sales, supply chain, manufacturing, and more
- Resources including legal advice, access to a broad MSU alumni network, market data, and development assistance

Red Cedar Ventures has invested $200,000 directly in Conquer startup companies in the last 2 years to support this program.

Conquer Accelerator Diversity in Entrepreneurship (CADE)
- Axios HR works with Michigan Universities and organizations like the Grand Rapids Hispanic Chamber to source qualified, diverse interns
- Conquer program director conducts interviews and selects 5 final candidates and pairs them with Conquer cohort companies
- Onboarding occurs at the same time as the companies

Highlight from last CADE cohort: Alexis Cheney was offered a full-time position with Student Achievement Systems

Meet the 2021 CADE Interns

Conquer Accelerator Diversity in Entrepreneurship (CADE)
Programs

5X5
Monthly pitch competition
7 startups pitched
2 women owned
3 minority owned

PEER CIRCLES
EIR, Darren Riley, organized two cohorts of tech startups for monthly peer circle discussions

ACCELERATE EQUITY
Year-long program targeting access for underrepresented tech founders in development

- In customer discovery phase with target candidates
- Pivoted to growth acceleration - startups in a later stage of development
- Co-creating with Ryan Vaughn (Founder, VNN) and Nadia Brigham (Founder, Brigham Consulting, GR Noir)
- Launch September 2022

100
Annual startup competition
Submissions open May 3
Submissions close July 11
100 Announced July 19
Demo Day Sept 21

MICHIGAN STEM FORWARD
Calling all startups and mid-sized companies looking for STEM student interns! STEM Forward is offering a $3,000 match for hiring a Michigan based intern for your company. Ann Arbor SPARK and the Michigan Economic Development Corporation (MEDC) have launched Michigan STEM Forward, a statewide program that matches students attending Michigan colleges and universities with internship opportunities at the state’s leading innovative companies.

The program will place 425-450 STEM students currently attending Michigan colleges annually into STEM-focused internships throughout Michigan.

Grand Rapids SmartZone

STEM Forward Internships = 8
- Avalanche Creative LLC
- PREEMIER, LLC
- PMSI
- DanceSpire
- Orb
- Amped Reality
- Dorner Works
- Auxin Games
Events/Community Engagements

Spartan Innovations Participated In:
- 5x5 Night
- The Right Place Technology Strategy Task Force
- Confluence - Innovators Showcase, Programming Committee
- Startup Weekend Programming Committee
- Code.org Computer Science Community Event
- MEDC SmartZone Meeting
- Grand Rapids Area Chamber of Commerce Annual Meeting
- Michigan Business Innovation Association Board meeting
- MWest Challenge
- GVSU 77 Labs Speed Mentoring

Spartan Innovations Hosted:
- West Michigan Hispanic Chamber Monthly Meeting at GRRC
- Health Care Innovations Summit
- Business Accelerator Information Sessions

Start Garden Participated In:
- Confluence
- The Right Place Technology Strategy Task Force
- Startup Champions Spring Summit
- Midwest House at 5x5W
- Culinary Conversations
- Grand Rapids Public School ABLE Advisory Board

Start Garden Hosted:
- 5x5 Night
- Meijer Supplier Diversity
- Monthly member breakfast
- Monthly Entrepreneur Happy Hours
- “Don’t Talk About Work” event
- From Farm to Retail
- Latina Network Entrepreneurs

Incubators/Buildings

Douglas Meijer Medical Innovation Building (DMMIB)
- 16,000 to 18,000sf Innovation Space with private offices
- 2,000sf Internet Café Style Space
- Trinity Health Innovation (Suite B)
- Construction to begin June 2022

Subsidies:
- Smart Bridge Medical at GRRC in May (Future Move to DMMIB)
- Discussions with many companies for incubator space at DMMIB

Rendition of Interior DMMIB Space
Incubators/Buildings

Start Garden @ 40 Pearl

22 Tech startups incubating out of 40 Pearl
40% Owned by People of Color

$6,000+ Each month in direct SmartZone subsidy for the companies listed below:

- 86 Repairs
- Adoraa Co
- AGHelp
- Ascending
- AzTech
- Bookscore AI
- Clicki
- Dancespire
- Fourtifye
- Grand Angels
- Hoodini
- Kozi ale
- Payload CMS/TRBL
- PhotoUp
- PREEMIEr
- re/Connect
- Sympl
- Wedge HR
- ObserveIQ
- Urbaner Q
- Wimmee
- Vispo

Metrics - Q2 2022

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>YTD</th>
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<tbody>
<tr>
<td># High Tech/High Growth Company Engagements</td>
<td>114</td>
<td>137</td>
<td>251</td>
</tr>
<tr>
<td># Unique Companies Served</td>
<td>69</td>
<td>52</td>
<td>122</td>
</tr>
<tr>
<td># Companies Served Collaboratively (SG and SI)</td>
<td>10</td>
<td>10</td>
<td>20</td>
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<tr>
<td># Underrepresented Company Engagements</td>
<td>55</td>
<td>69</td>
<td>124</td>
</tr>
<tr>
<td># Unique Underrepresented Companies Served (5/yr)</td>
<td>35</td>
<td>28</td>
<td>63</td>
</tr>
<tr>
<td>Percent of Underrepresented Companies Served(30%)</td>
<td>51%</td>
<td>50%</td>
<td>51%</td>
</tr>
<tr>
<td># New Companies Created (15/yr)</td>
<td>22</td>
<td>9</td>
<td>31</td>
</tr>
<tr>
<td># Companies Expanded (10/yr)</td>
<td>77</td>
<td>113</td>
<td>190</td>
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</tbody>
</table>
Metrics - Q2 2022

**$500,000 | Q2 Direct Funding** to Underrepresented Entrepreneurs (30%)

**592 | Q2 Quality Jobs** @ $20/hr (15/yr)

### $ Funds Raised ($10M/yr)

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<th></th>
<th>Q1</th>
<th>Q2</th>
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<tr>
<td>$ Funds Raised</td>
<td>$1,100,345</td>
<td>$37,336,000</td>
<td>$38,436,345</td>
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<tr>
<td>BAF (Gateway and LDFA)</td>
<td>$55,345</td>
<td>$30,000</td>
<td>$85,345</td>
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<tr>
<td>Venture</td>
<td>$670,000</td>
<td>$22,390,000</td>
<td>$23,060,000</td>
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<td>Angel</td>
<td>$290,000</td>
<td>$13,820,000</td>
<td>$14,110,000</td>
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<tr>
<td>Bank/Loans (Debt)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>SBIR, STTR, etc</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>$85,000</td>
<td>$1,096,000</td>
<td>$1,181,000</td>
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</tbody>
</table>

### Startup Space Growth (Users)

- **290** | Entrepreneur Users
- **1,803** | Support Users (ESOs, Consultants, Supporters, etc.)

### $0- | Q2 New Funding to Support SmartZone Operations (Sustainability) ($1.5M/yr)

- **$363,237 | YTD**

### 3 | LDFA BAF Applications in Process

### 5 | LDFA BAFs Approved to Date

### $35,495 | LDFA BAF Total Funds Approved

5/11/22

Spartan Innovations | Start Garden
**Success Stories**

### New Companies

**AUXIN Games**
- Completed Pilot 25 MI schools
- Hired intern thru MI STEM
- Referred from Spartan Innovations tenant to Start Garden
- BAF Pipeline
- EIR from Spartan Innovations

**Vispo Studio**
- New tenant Start Garden
- EIR built product roadmap strategy and customer discovery
- Identified 1st customer demographic
- BAF Pipeline

**SPOTTER**
- GRPS Student
- Built lower cost, better quality next gen prototype
- Connected to ELLIS parking for next phase of testing
- BAF Pipeline
- Received 5X5 support

### Active Companies

**Bookscore.ai**
- Final stages of MVP development
- Pilot with Large Publisher
- BAF Pipeline

**Full Cycle**
- Actively fundraising
- Working thru first beta customer
- Developed relationships with key partners
- BAF Pipeline
- Conquer Alumni

**Just Air**
- Won $25,000 competition
- Secured contract with major oil & gas company
- Completed product for U-M southwest Detroit

### Late Stage Companies

**ADHD ONLINE DIAGNOSIS & TREATMENT**
- Online-based ADD/ADHD diagnostic assessment
- Industry experts across the US
- MI Rise and Red Cedar Ventures Funding
- MI 50 Companies to Watch

**BAMF**
- Molecular Imaging and Theranostics
- Most advanced cyclotron-equipped Radiopharmacy
- Located in DMMIB
- Red Cedar Ventures Funding
- MI SmartZone Best Small Business

**KODE**
- On-demand Medical Coding Services
- HQ in Grand Rapids
- MI Rise and Red Cedar Ventures Funding

### Metrics - Q2 2022

**Spartan Innovations GR - Investment/Awards (Cumulative)**

<table>
<thead>
<tr>
<th></th>
<th>RCV</th>
<th>MI Rise</th>
<th>Other</th>
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<tr>
<td>Q1</td>
<td>$324,599</td>
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<td>$11,239,047</td>
<td>$11,813,646</td>
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<td>Q2</td>
<td>$575,000</td>
<td>$250,000</td>
<td>$35,415,000</td>
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**Start Garden Funding Events**

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<th>Other</th>
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<tr>
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<td>$80,000</td>
<td>$5,000</td>
<td>$-0-</td>
<td>$85,000</td>
</tr>
<tr>
<td>Q2</td>
<td>$-0-</td>
<td>$5,000</td>
<td>$1,091,000</td>
<td>$1,096,000</td>
</tr>
<tr>
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<td>$80,000</td>
<td>$10,000</td>
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Collaborative Support - Start Garden / Spartan Innovations

- 86 Repairs
- Full Cycle School
- WEDGE
- KOZI
- JustAir
- Auxin Games
- Instrumental Med Design
- Vispo Studio
- opns
- SPOTTR

5/11/22  Spartan Innovations | Start Garden  15