



SPARTAN INNOVATIONS
MSU RESEARCH FOUNDATION

**START
GARDEN**

SmartZone LDFA Collaboration Report
Quarter 2
(January 1 – March 31, 2023)

SmartZone LDFA Board Meeting
May 10, 2023

Teams & New Hires



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Existing Teams

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
- Derek Call, Marketing & Events Manager
- Darren Riley, EIR

Spartan Innovations – Grand Rapids

- Kyle McGregor, PhD, Director of Health Innovations
- Janet Wyllie, Director, Gateway Grand Rapids
- Bonnie Dawdy, Program Manager
- Heather Liskiewitz, Administrative Assistant
- Tom Stewart, Conquer Accelerator
- Wes Keely, EIR
- Laura Cesa, PhD, EIR
- Sarah Carpenter, EIR
- Andy VanSolkema, EIR
- Marquicia Pierce, PhD, EIR
- **Steve Tibbe, EIR**

Support from East Lansing Team

- Jeff Wesley, Executive Director, Red Cedar Ventures and MI Rise
- Frank Urban, MS, Director, Venture Creation - Life Sciences
- Brad Fingland, PhD, Director, Venture Creation – Physical Sciences
- **Doug Snitgen, Director of Communications**
- Melody Worley, Administrative Assistant
- Tommy Skinner, Sr. Venture Associate
- Christian McKenzie, MBA, Venture Associate
- John Tran, PhD, Venture Associate
- Calvin VanderWal, Venture Associate
- Anum Mughal, Placemaking Manager

Entrepreneurs in Residence

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Grand Rapids



Laura Cesa, PhD



Andy Van Solkema



Steve Tibbe



Darren Riley



Sarah Carpenter



Wes Keely



Marquicia
Pierce, PhD



Shruti Bagla, PhD

MIR



Steve
Kluemper



Matt Rudd



Karen Studer-
Rabaler



Ken Foster



Bob Ranger

Life Sciences



Jim Hamby



Jack Luderer



John Freshley



Eric Petersen

Physical Sciences



Gary Abud



Sarah Meyer



Ryan Nelson



Brad Wilson

2nd Quarter Jan 1 – Mar 31, 2023



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Spartan Innovations Quarterly Accomplishments:

- On It Solutions received their SmartZone funded components from DeWys Engineering for their upcoming Peoria pilot
- Actively recruited 7 new tenants into The Bridge
- Reel Free participated in Baylor University Pitch competition winning \$1500 for honorable mention and 3rd in the Burgess New Venture Challenge winning \$7,500

Start Garden Quarterly Accomplishments:

- AE invited to present at 2023 INBIA Conference
- Facilitated workshop of State Representatives on legislating more equitable funding for entrepreneurs
- 5 tech startups participated in 5x5 Night
- Acrisure partnered for free legal services to 100 winners



Community Engagements



Q2 Programming offered at THE BRIDGE

- The Bridge Grand Opening
- Lunch and Learn Series
- MSU Research Foundation Entrepreneurial Speaker Series
- Michigan Business Innovation Association (MBIA) Virtual Member Meeting
- Collaborative Event with West Michigan Hispanic Chamber of Commerce
- Business Accelerator Fund Informational Sessions
- SmartZone Networking Hour
- SBIR/STTR Overview/Training Sessions with the BBCetc
- Entrepreneur In Residence Speaker Series: with Wes Keely
- Hosted students from the MSU Burgess Institute for Entrepreneurship and the UofM Center for Entrepreneurship for innovation challenges

5/10/23

Start Garden 2023 Summary of Events

- Culinary Conversations - Downtown Market
- Meijer Pitch @ SG
- Q&A : 2 Female Powerhouse Entrepreneurs!
- 5x5 @ Linc Up (Black History Month)
- Mayor's Next Gen Advisory Committee Meeting
- Accelerate Equity Happy Hour
- APEX Event - government contracts
- Member Happy Hour
- Summit Event w/ Rep. Kristian Grant
- Acrisure & Demo Day Winners
- MSU Student Tour & Lecture
- U of M College Tour & Workshop
- High Five Finalist Event
- 5x5 at Muskegon Innovation Hub
- Midwest Tech - Women in Tech
- Black Public Administrators Meet Up
- ESO Quarterly Meeting

Programs

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CONQUER ACCELERATOR
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- Conquer companies attended SxSW in collaboration with Midwest House: Kozi, Farmish, JustAir, Opnr
- Conquer GR Applications Open June 19, 2023
- Our pre-accelerator program kicked off with Bookscore, Protein Pints, BoardX, and DecentraCare

PROTEIN
PINTS

DC DecentraCare
HEALTHCARE DECENTRALIZED

Board

bookscore

AE

- Cohort I workshopping system level changes to Friends & Family funding
- New angel fund incubating within cohort
- Soft commitments & introductions to new investors have been made
- Final overnight session in June

COHORT II - RECRUITING FOR FALL 2023

- Exited entrepreneurs, investors who want to build more equitable practices & portfolio
- Entrepreneurs of color ready—or near ready—to scale their startups

Incubators



Start Garden @ 40 Pearl

23 Tech startups incubating out of 40 Pearl

40% Owned by People of Color

Incubator Members:

- 86 Repairs
- AGHelp
- AzTech
- Bookscore AI
- Centropolis
- City Innovations
- Dancespire
- Ellucian
- Emergent Holdings
- Full Circle
- Kick It
- KOM Cycling
- Kozi A.L.E
- ObserveIQ
- OPNr
- Payload CMS
- PhotoUp
- PREEMIEr
- re/Connect
- Sympl
- Urbaner
- Vispo
- Wimee



Q2 Highlight

OPNr (Andrea Wallace, founder) is expanding into a small team and moving into their own office pod.

Incubators



THE BRIDGE

7 Tech startups began tenancy during Q2

50% Owned by underrepresented populations

Incubator Members:

- Smart Bridge Medical
- Farmish
- Wedge
- HouseDoc
- Cura Collaborative
- Vetr Health
- Whoopeek



Upcoming Events in the Work Café at The Bridge

Tues, May 16

8:30 - 10AM - Insperity HR Speaker Series

Wed, May 31

3 - 4PM - Office Hours and Let's Talk Venture presentation

5 - 7PM - Spartan Innovations Networking Event

Sustainability



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Spartan Innovations

- Sponsorship from local businesses
 - \$37k committed statewide for programming and operations.
- Grants Submitted
 - Nearly \$13 million to support/grow operations in GR focused on tech development, linking SmartZone initiatives, DEI in tech entrepreneurship, and making GR a health tech center.
 - Over \$220 million under consideration to grow operations statewide for tech corridor initiative (GR to Detroit pipeline).
- Grants in Progress
 - Roughly \$90 million to support statewide efforts in tech, health tech, and fin/insurance tech.

Start Garden

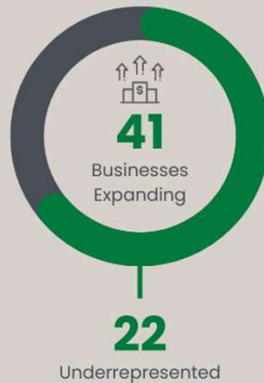
- \$165,000 outside funds raised in Q2 2023
- Multiple Grants Submitted federal & local

Metrics - 2nd Quarter



GRAND RAPIDS SMARTZONE METRICS

Q2 Jan 1- Mar 31 2023



\$250k
VC

\$25k
Red Cedar Ventures

\$604k+
Angel

\$50k
MI Rise

\$562k+
Other

\$59.5k
BAF
(Gateway and SmartZone)

\$165k
New Funding to Support SZone Operations

Metrics - 2nd Quarter



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Spartan Innovations GR - Investment/Awards (Cumulative)					
	RCV	MI Rise	BAF/Local	Other	Total
Q1	\$520,000	\$100,000	\$105,354	\$20,072,928	\$20,798,282
Q2	\$25,000	\$50,000	\$59,500	\$854,000	\$988,500
Q3					
Q4					
Totals	\$545,000	\$150,000	\$164,854	\$20,926,928	\$21,786,782



RED CEDAR VENTURES
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MICHIGAN RISE

Start Garden Funding Events					
	100	5X5	Other	Total	
Q1	\$-0-	\$5,000	N/A	\$5,000	
Q2		\$5,000	\$562,500	\$567,500	
Q3					
Q4					
TOTALS	\$-0-	\$5,000	\$562,500	\$572,500	



SmartZone Collaborative Support

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Quarter 2 - Collaborative Companies = 10



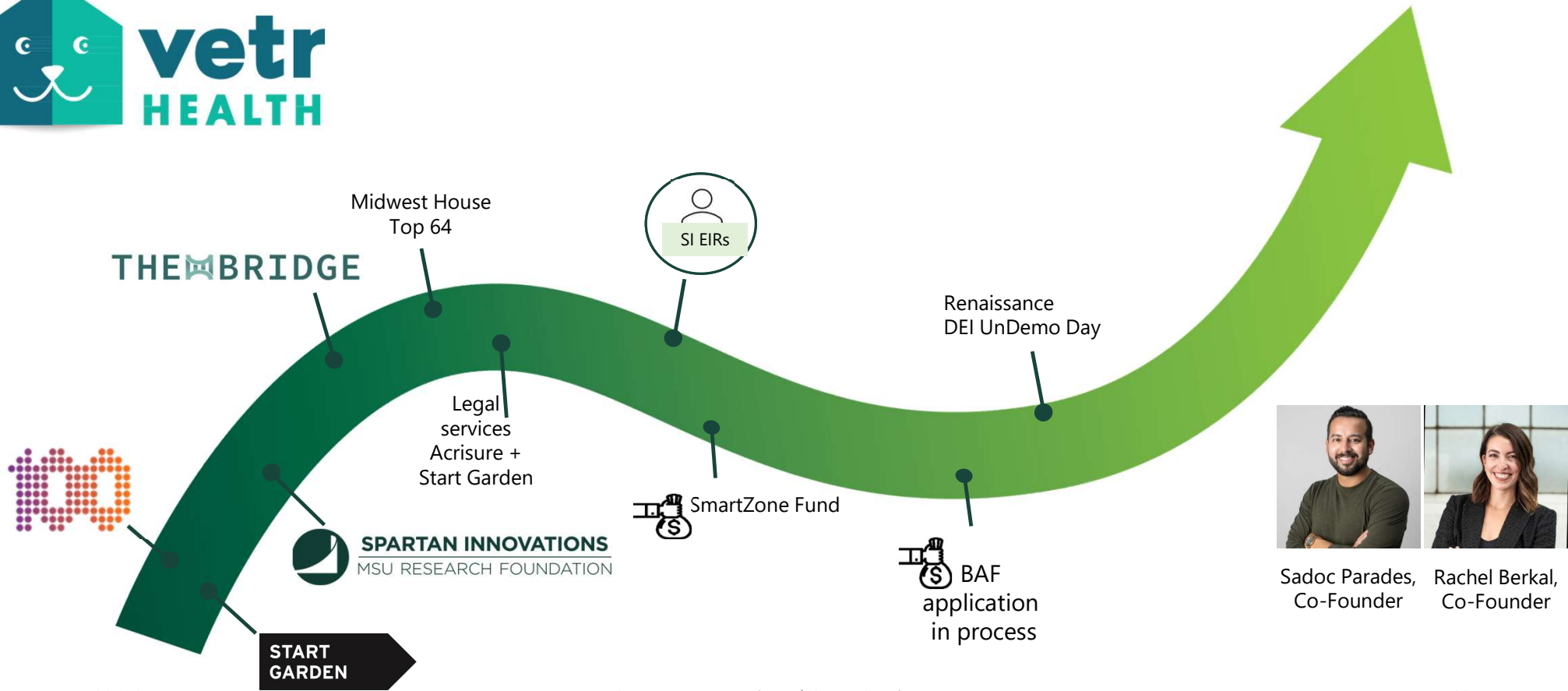
Betterverse, LLC



GR SmartZone Startup Journey



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Sadoc Parades, Co-Founder
Rachel Berkal, Co-Founder