



**START
GARDEN**

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

SmartZone LDFA Board Meeting
 May 11, 2022

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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
- 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**

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Entrepreneurs in Residence

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Laura Cesa, Ph.D.
ADHD Online (GR)
TheraB
BAF 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
Ensired Solutions



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



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



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



Kim Gamez
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
CMP4



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)

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Programs

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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



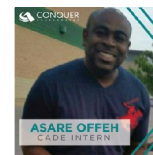
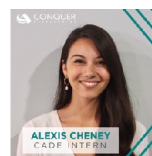
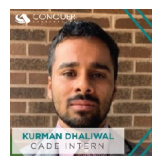
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Meet the 2021 CADE Interns



Programs

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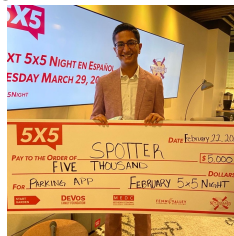


Monthly pitch competition

7 startups pitched
2 women owned
3 minority owned

- Spongetrak
- Bambo
- Spotter*
- NeedsHours
- Connect
- Livaq
- Catch Dx

* Winner



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PEER CIRCLES

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



Annual startup competition

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

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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

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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.



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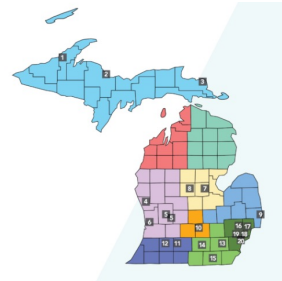


WEST MICHIGAN REGION

4. Muskegon SmartZone
Muskegon Innovation Hub
www.gvsu.edu/mihub

5. Grand Rapids SmartZone
Spartan Innovations
www.msuofoundation.org/serv
Start Garden
www.startgarden.com

6. Holland SmartZone
Lakeshore Advantage
www.lakeshoreadvantage.co



Grand Rapids SmartZone

STEM Forward Internships = 8

- Avalanche Creative LLC
- PREMIER, LLC
- PMSI
- DanceSpire
- Orb
- Amped Reality
- Dorner Works
- Auxin Games

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Events/Community Engagements

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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 SXSW
- 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

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Incubators/Buildings

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Douglas Meijer Medical Innovation Building (DMMIB)

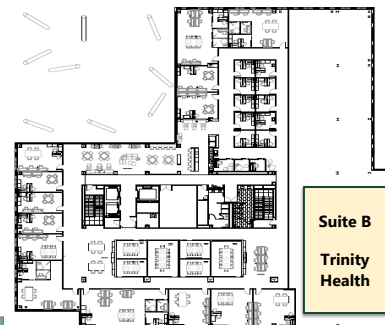
- 16,000 to 18,000sf Innovation Space with private offices
- 2,000sf Internet Café Style Space
- Trinity Health Innovation (Suite B)
- Construction to begin June 2022

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



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Incubators/Buildings

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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	Kozi ale
Adoraa Co	Payload CMS/TRBL
AGHelp	PhotoUp
Ascending	PREEMIEr
AzTech	re/Connect
Bookscore AI	Sympl
Clicki	Wedge HR
Dancespire	ObserveIQ
Fourtifeye	Urbaneer
Grand Angels	Wimmee
Hoodini	Vispo



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Metrics - Q2 2022

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

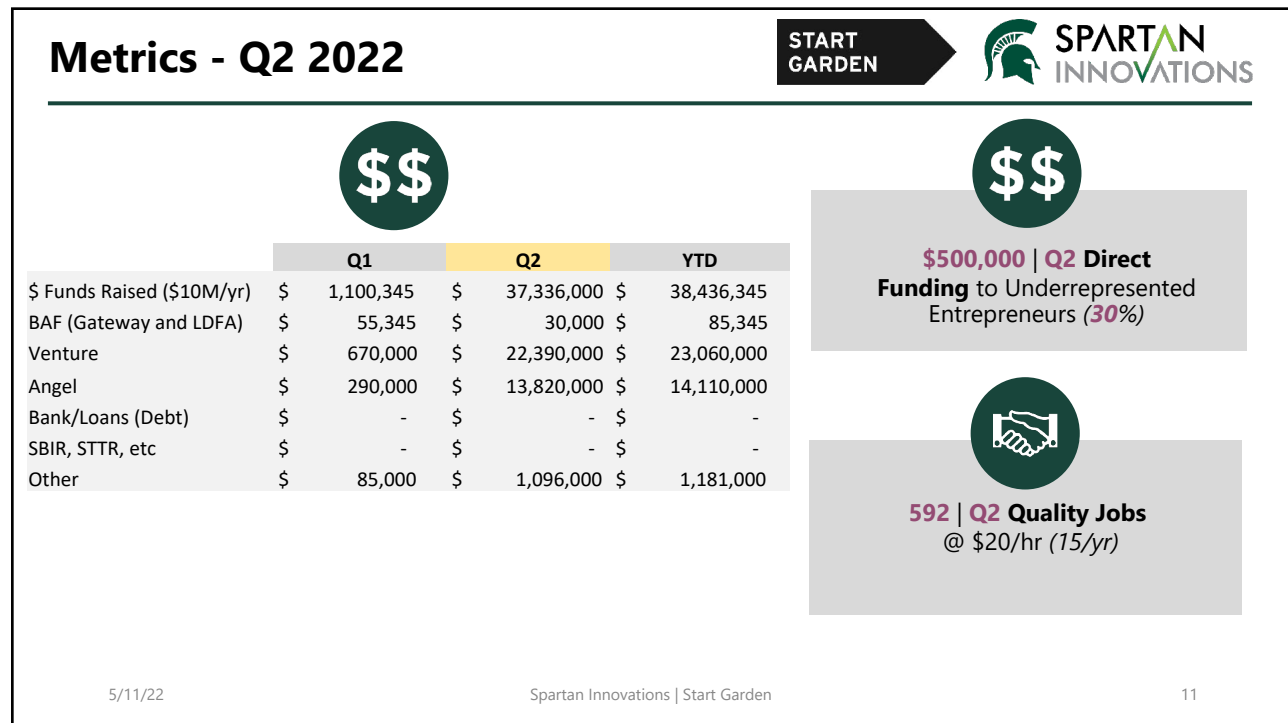


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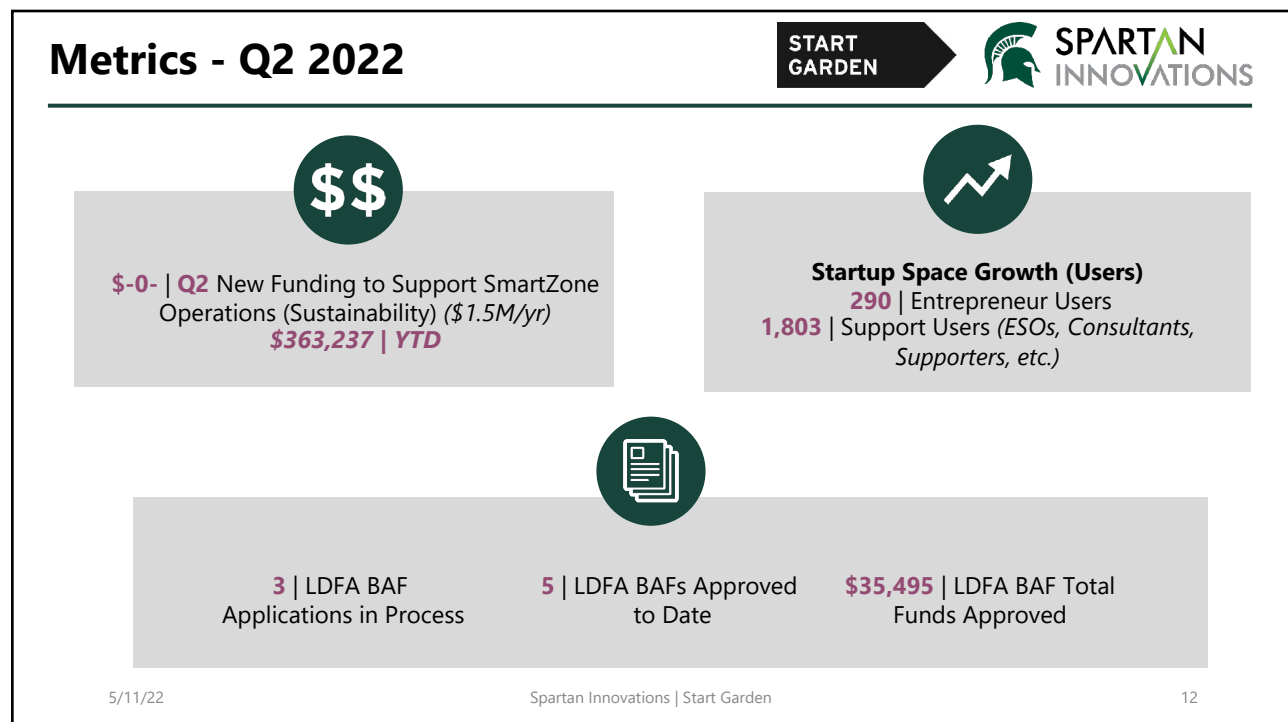
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Success Stories

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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 get prototype
- Connected to Ellis parking for next phase of testing
- BAF Pipeline
- Received 5x5 support

Active Companies



bookscore

Bookscore.ai

- Final stages of MVP development
- Piloting 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

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Metrics - Q2 2022

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Spartan Innovations GR - Investment/Awards (Cumulative)

	RCV	MI Rise	Other	Total
Q1	\$324,599	\$250,000	\$11,239,047	\$11,813,646
Q2	\$575,000	\$250,000	\$35,415,000	\$36,240,000
TOTALS	\$849,599	\$500,000	\$46,654,047	\$48,053,646



Start Garden Funding Events

	100	5X5	Other	Total
Q1	\$80,000	\$5,000	\$-0-	\$85,000
Q2	\$-0-	\$5,000	\$1,091,000	\$1,096,000
TOTALS	\$80,000	\$10,000	\$1,091,000	\$1,181,000



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Metrics


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 SPARTAN INNOVATIONS


Collaborative Support - Start Garden / Spartan Innovations


 **86 REPAIRS**


 Full Cycle School

 **WEDGE**


 **KOZI**


 **JustAir**

 **AUXIN**
Auxin Games

 **imd** INSTRUMENTAL MED DESIGN
Instrumental Med Design

Vispo Studio

 **opnr**

 **SPOTTR**

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