

## INCUBATOR REPORT

### Metrics

Please complete the following chart for each quarterly report. Each line should be in the following format: List the actual number first followed by your goal in parentheses after for each quarter. Each quarter and year should have a specified goal, but the actual is added per quarter. Please color-code each cell such that red indicates below goal performance, yellow at goal performance and green above goal performance. Quarters run with the fiscal year starting on July 1- June 30. (Example: If the goal is to recruit 3-4 tenants each quarter and 12 per year, and 5 were recruited between July 1 and Sept 30, the report would read as 5/(3-4) in Q1 and would be shaded in green. Q2-Q4 would have (3-4) indicated, and annual would list (12)).

METRIC	ANNUAL
Vacancy rate (leased sq. ft./ leasable sq. ft. – does not include common space)	74%
Total leads generated*	NA
Total new client tenants	6 (8-12)
Current number of client tenants	9 (9-10)
Current number of service providers	6
Current number of accelerator clients	34
Conversion rate of leads to client tenants*	NA
Average number of leads generated by Macomb-OU events and initiatives*	NA
Jobs created by client tenants	3
Jobs created by accelerator client	14 (15)
Jobs retained by client tenants	25
Jobs retained by accelerator clients	141
Grants applied for/received	2
Number of Event Attendees	1977

\*Process for capturing is being developed

### Additional Information

1. Include a list of current tenants at the Incubator with a *brief* (1 or 2 line) description of each. Complete the following chart for each tenant. Also, as applicable, list the number of any patents secured or research projects completed through Incubator support.

Tenant Client	Company Description	Lease Expiration Date**	Number of FT Employees	Capital Raised
Terra Telesis	Unique low profile, vertical axis wind turbine	August 2014	1	***
Brar Technology	Real-Time embedded code and sensors that monitor vehicle	November 2013	1	***

	health and provide prognostics, predict failures, report, and collect data			
Mango Tree	Independent Registered Investment Adviser firm offering investment advice and portfolio management	May 2014	2	***
Coliant	Makes it convenient to connect electrical devices to power sports industry vehicles and equipment. The company manufactures rugged electrical devices and cables for the cold, wet and high vibration power sport environment	August 2014	16	\$0
Coupon Wallet	Provides a completely digital coupon solution	April 2014	2	\$0
CFOL International	Global management consulting, technology, training, and accounting services firm	November 2013	1	\$0
Golden Products and Services	Continuously variable transmission	December 2013	0	***
Vidorum	technology based consultation firm which has enhances the efficiencies of companies by integrating modern technology into their everyday operations	April 2014	1	\$0
KTISIS	Engineering firm that serves the motosport, alternative fuel, and innovative technology industries	December 2014	1	\$0

\*\*All leases are renewable

\*\*\* Funding raised and included in the aggregate total

Capital raise activities for accelerator clients in Q2:

**Total capital raised for all client companies: \$5,493,050**

This year two tenant companies received grant funding through the Business Accelerator Fund (BAF) program. Terra Telesis received BAF funding to partner with Altair on an initial study of the AWGET Vertical Axis Wind Turbine. Brar Technology received BAF funding to become Defense Contract Audit Agency (DCAA) compliant.

2. **Bulleted list of Incubator driven events or initiatives. For each, identify the following:**
  - a. **Number of leads generated – NA**
  - b. **Number of any leads converted to tenants. – NA**

### July 2012

- SBTDC 5 Keys
- Lunch and Launch Do You Really Need Google
- PTAC Government Contracting
- MMTC

### August 2012

- Capital Raise Meetup
- SBIR/STTR DoD/DoE training
- SBTDC Fundamentals of Starting a Business
- Lunch and Launch with Sola Obayan
- SBTDC 8(a) Certification

### September 2012

- Fireside Growth Josh Linkner
- Lunch and Launch with Charlie Wollborg
- Startup Lean
- Savvy Entrepreneur
- Capital Raise Meetup
- Lunch and Launch with John Carter
- Fast Trac Growth New Venture
- SBTDC Fast Trac New Growth
- MMTC
- Commercialization Panel

### October 2012

- Lean Green Belt
- Team SBA Financing Roundtable
- Five Keys to Achieving Fiscal Fitness
- MMTC
- Capital Raise Meetup

### November 2012

- Lunch and Launch with Nicole Sunstrum "Social Media: Are You Listening?"
- Michigan's Executive Group for Economic Development Road Show
- Capital Raise Meetup

### December 2012

- Entrepreneurial Series - Fundamentals of Starting a Business
- Lunch & Launch Non-Compete and Trade Secrets
- Advicoach 1-Page Strategic Plan 1% Vision 99% Alignment

### January 2013

- SBTDC Starting a Business
- Capital Raise Meetup

- Lunch & Launch Lori Bianco: "How to Set Up a Bookkeeping System & Effectively Communicate with Your CPA."
- SBTDC How to Report Small Business Income & Expenses
- Lunch & Launch : "The Mobile Explosion: How Can Your Business Take Advantage of Mobile Technologies to Increase Productivity and Profitability"
- Michigan's Department of Transportation Connected Vehicle
- Fireside Jake Sigal: Breaking Rules Is The Path To Success!
- SBTDC Taxes and Your Home Office

#### February 2013

- Capital Raise Meetup
- SBTDC Starting a Business
- SBTDC Writing a Business Plan
- Advicoach Small Business Forum
- Lean Green Belt

#### March 2013

- Capital Raise Meetup
- SBTDC Starting a Business
- Commercialization Panel
- Advicoach Small Business Forum
- SBTDC Business Legal Issues
- Advicoach One Page Strategic Plan: 1% Vision 99% Alignment
- Vicki Selve Michigan Defense R & D
- Lunch & Launch Karl Siegert: "7 Cool Business Technologies"
- GLEQ in Collaboration with the MAC OU INC Crowdfunding Workshop and Ask-the-Investors Roundtable

#### April 2013

- Get Out of the Garage: Patent That Idea
- Bookkeeping 411 with Lori Bianco, CPA
- SBTDC Starting a Business
- BBC SBIR/STTR 101
- Capital Raise Meetup
- SBTDC Writing a Business Plan
- Advicoach Small Business Forum
- Advicoach Sellability Presentation
- Bookkeeping 911 with Lori Bianco, CPA
- Social Media Club of Detroit
- SBTDC Reading a Balance Sheet and Income Statement

#### May 2013

- SBTDC Starting A Business
- Strategic Economic Alignment Meeting-Michigan Defense Center

- Lunch & Launch Jim Rosenfeld: 10 Things Every Employer Should Know
- Capital Raise Meetup
- SBTDC Business Legal Issues
- Advicoach Small Business Forum
- Lunch & Launch Defense Contractors
- SBTDC Writing a Business Plan
- BBC - Starting a Business for Woman and Minorities
- Social Media Club of Detroit
- Bookkeeping 411 with Lori Bianco, CPA

#### June 2013

- Capital Raise Meetup
- SBTDC Starting a Business
- Lunch & Launch Legal Aspect of Social Media
- Bookkeeping 911 with Lori Bianco, CPA
- Advicoach One Page Strategic Plan: 1% Vision 99% Alignment
- Team SBA Financing Roundtable
- Lunch and Launch Michael Schwartz: "Emotional Intelligence: What is it? Why is it important?"
- Social Media Club of Detroit

#### ★ Accelerate Michigan Innovation Competition

The Accelerate Michigan Innovation Competition is an international business competition designed to bring together later stage entrepreneurial companies with local, national and international investors. It showcases the best and brightest new business concepts to investment capital to help foster their growth within Michigan. Targeting entrepreneurs with mid-to-late seed-entrepreneurial businesses — the competition has an immediate and positive impact on Michigan's economy.

The competition was founded through the New Economy Initiative Grant Fund for the Business Accelerator Network of Southeast Michigan which includes Ann Arbor Spark, Automation Alley, Macomb-OU INCubator, TechTown.

**Total event attendees: 1,977**

Of the total event attendees 91 were trained in the Lead Diversification program.

### **3. Bulleted list of current service offerings through the Incubator. Note any changes, additions or deletions since the last report.**

- Business Advisory Board
- Capital Raise Activities
- Capital Raise Meetup
- Lunch and Launch Series
- Fireside Chats

- Idea Hub (I-Hub)
  - I-Hub Lunch Club
- Diversification Series
  - Lean Black-Belt Certificate Program
  - Lean Green-Belt Certificate Program
- Startup Lean
- Executive in Residence
- Adopt-a-Biz

**4. Provide a current budget *summary* of the sources and uses of funds in general (i.e. personnel\*\*\*, not specific salaries). Note any newly received grant funds.**

	Fiscal Year 2013	
	July 1, 2012 - June 30, 2013	
<b>Revenues</b>		
Program Revenue	\$	16,622
Diversification Series (Black Belt, Green Belt and Startup Lean)	\$	43,600
Small Business Administration Grant #2	\$	41,089
MEDC Start-up Grant #3	\$	119,616
MEDC Start-up Grant #4	\$	177,668
MEDC DARPA Grant	\$	60,117
New Economy Initiative Grant	\$	256,175
EDA Start-up Grant	\$	155,010
Business Accelerator Funds (BAF - Clients)	\$	100,684
Business Accelerator Funds (BAF - Administrative Cost)	\$	5,025
<b>Total Revenue:</b>	<b>\$</b>	<b>975,606</b>
<b>Expenses - Personnel/Supplies/Services</b>		
Personnel	\$	646,059
Supplies and Services	\$	256,837
Utilities	\$	32,521
<b>Total Expenses:</b>	<b>\$</b>	<b>935,417</b>
<b>Carry Forward:</b>	<b>\$</b>	<b>8,339 *</b>
<b>Net Total:</b>	<b>\$</b>	<b>48,528 *</b>

\* Majority of the cash balance is from the Diversification Series fund and it must be reinvested in the program

**5. Provide a current updated staffing list with name, title, and FT/PT.**

Executive Director – Julie Gustafson (FT)  
 Assistant Director – Larry Herriman (FT)  
 Grant Research and Compliance Officer – Rachel Louzon (FT)

Marketing and Communication Manager – Joan Carleton (FT)  
Executive in Residence – Commercialization Advisor – Wayne Blizman (PT)  
Senior Capital Advisor and Commercialization Specialist – Mike Brennan (PT)  
Market Development Manager – Stacey Frankovich (PT)  
Student Interns – John DeFour and David Boni (PT)