

2018 SPONSORSHIP REPORT

On November 13, 2018, hopeful startups, investors, industry professionals, and technologists came together at the Lexus Velodrome for the ninth annual Accelerate Michigan Innovation Competition (AMIC). This year, we awarded a total of \$910,000 in prizes to seven exciting startups bringing innovative new products and services to market.

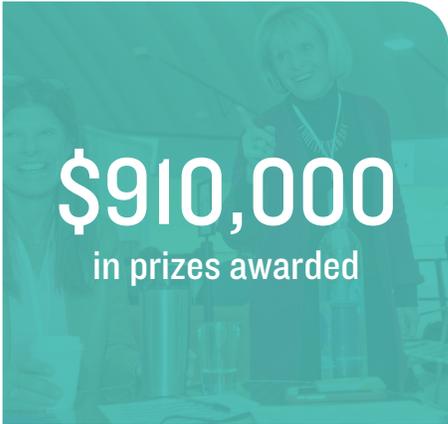
As a sponsor, you not only helped to produce this spectacular showcase of Michigan startups, you also helped to provide valuable coaching, mentorship, and experience for participating companies. Thank you!



300
Applicants



7
Winning companies



\$910,000
in prizes awarded



24
Semifinalists



400
Attendees



240
one-on-one meetings
between companies
and investors



ABOUT AMIC

For the last nine years, AMIC has fueled the growth of early-stage startups in Michigan. According to the 2018 MVCA Research Report, only seven percent of capital invested in Michigan-based startups last year was in the seed stage, highlighting the need for more capital and support for companies at their earliest stages. AMIC addresses these challenges by engaging with Midwest investors and experts and shining a light on Michigan-based startups. In addition to capital attraction, our team focused on building a network of support, resources, and expertise for the entrepreneurs participating in the event to further enable their growth and success.

AMIC has a strong history of diversity in its participants and winners, and each year, we strive to make sure diverse entrepreneurs are represented in the competition. This year's group of companies included the following diversity metrics:

- **Female Representation:** Seven of the 24 semifinalists (29%) and two of the six finalist companies (33%) included female founders. Of all the companies receiving awards, five of seven (71%) included female founders, which is up 29% from last year.
- **Minority Representation:** Five of the 24 semifinalists (21%) and two of the six finalist companies (33%) included minority founders. Of all the companies receiving awards, one (14%) included minority founders, which is down 22% from last year.

Nearly 300 startups applied to the AMIC competition this year, narrowed down by a panel of more than 70 venture capitalists, entrepreneurs, and community leaders who chose 24 semifinalists based on innovation, business development, and customer traction. This year, AMIC

was proud to facilitate 240 one-on-one meetings between the semifinalist companies and investors, business acceleration resources, and industry experts, in a more streamlined and energetic event. We reduced the number of semifinalists, eliminated public pitch sessions, and better focused the pitch opportunity with private sessions to industry-appropriate panels to optimize company exposure and feedback.

"The history of AMIC is a true success story. The fact that all previous winners are still growing and creating jobs in Michigan and that the 300 plus semifinalists over the past eight years have raised tens of millions of investment dollars since their participation speaks volumes to the value of the program. And this year it has turned into a real business attraction event. The program format has morphed over time but the smoothness of its operation, coordination with sponsors and stakeholders, and super networking opportunity for entrepreneurs and investors make it something we should be proud of." --AMIC investor and sponsor Skip Simms from Ann Arbor SPARK

"I loved the investor meetings, very conversational and natural and probably the best way to evaluate our companies. So, thumbs up on that format change from last year!"

Jessica Willis,
PocketNest, semi-finalist company

"I've attended the Accelerate Michigan events since its inception and this year was the most valuable for both investors and I believe companies.

Particularly the small meetings with the companies allowed for a more informal, conversational dynamic. EntryPoint and Invest Detroit did a great job reconfiguring the event at just the right time for our ecosystem."

Adrian Fortino,
Mercury Fund, investor

MEET THE COMPANY WINNERS

With your 2018 AMIC sponsorship, you are supporting some of the most innovative startups with ideas that are changing people's lives.



Vertecore

Grand Prize Award of \$500,000

Vertecore developed a safe, wearable, and effective spinal decompression device to relieve pain and discomfort.



MyNurse

Caregiver Prize Award of \$25,000

MyNurse provides a platform enabling patients to select in-home caregivers in real time.



GreenMark Biomedical

1st Runner Up Award of \$100,000

GreenMark Biomedical diagnoses early-stage cavities and develops a painless way to treat them without a dentist's drill.



Derq

Social Enterprise Prize Award of \$20,000

Derq provides patented AI and V2X technology to predict and prevent crashes to save lives.



Shoptelligence

2nd Runner Up Award of \$50,000

Shoptelligence is an AI style discovery platform that creates contextual and interactive ensembles.



S3D Precision Dispensing

Hardware Prize Award of \$10,000

S3D Precision Dispensing print heads enable the manufacturing of next-generation electronics.



SpellBound

Woman-Led Prize Award of \$150,000

SpellBound uses augmented reality to help patients engage better with treatments.

ANN ARBOR

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We are currently working on plans for AMIC's 10th anniversary this year, but if you'd like to join us early, please contact Martin Dober at MD@investdetroit.com