



# NEWSLETTER



## THANK YOU FOR YOUR SUPPORT!

To start off this newsletter, we want to give everyone a HUGE thank you. This year has had many unexpected turns, forcing us to adjust in many ways we did not expect. But, throughout it all, we have continued to receive tons of support from those around us. To our staff, thank you for all the work you have continued to put into 100K, doing your best to help support the development of ideas in a new setting. To our clients, thank you for not letting trials prevent you from pursuing your ideas and aspirations. We appreciate you choosing to work with us to bring them to life. To our community, thank you for all your support as a whole. You have continued to reach out to learn more about us, attended our virtual events, stayed up to date on our happenings, and so much more! We are excited to start the new year, continue to grow, and bring even more ideas to life, no matter the circumstances.

In this newsletter, we highlight what we have accomplished this past quarter, including additions to our team, a virtual school visit, highlighting a few clients, and more!

### *Features*

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**TEAM ADDITIONS**

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**CLIENT HIGHLIGHTS**

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**YOUTH SCOOP**

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**PITCH FOR \$K**

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**HAPPENING AT 100K**

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**PROJECT MANAGER  
CORNER**

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**100K METRICS**

# ADDITIONS TO THE TEAM



## RANA

Rana is a new project manager here at 100K Ideas. She is currently attending Kettering University, majoring in business administration. She enjoys going out with her friends, doing makeup, and listening to music.



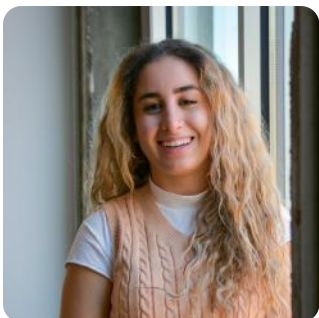
## MADISON

Madison is our newest graphic designer here at 100K Ideas. She is a senior at the UM-Flint. She is majoring in Graphic Design with a minor in Communications. She enjoys singing, hanging out with friends, and spending time with her cat.



## ROSS

Ross is starting at 100K Ideas as a project manager. He is currently a student at the UM-Flint, pursuing a BBA in Organizational Development & Human Resource Management, Entrepreneurship, and a minor in Psychology. Ross enjoys being involved with FIRST Robotics, hanging out with friends and family, and trying new things.



## BATOUL

Batoul is a new project manager here at 100K ideas. She is currently in her third year at UM-Flint studying Entrepreneurship and Innovation and Marketing. She enjoys nature walks, photography and fashion.

# 100K IDEAS IN THE MEDIA

[Genusee sets its sights on the circular economy.](#)

[Quartz Water Source](#)

[Former Flint Police Officer builds scale in security business](#)

[Three Flint entrepreneurs take home prize money in November pitch competition](#)

# COME SEE US!

Ferris Wheel  
615 S Saginaw Street Flint, MI 48502  
M, W, & F: 8:00am - 4:00pm  
TU & TH: 10:00am - 6:00pm  
1st SAT of month: 10:00am - 1:00pm

Berston Field House  
3300 Saginaw St, Flint, MI 48505  
TU 4-6pm

Flint Development Center  
4121 Martin Luther King Ave, Flint, MI 48505  
TH 2:30-4:30pm

Virtual Office Hours are now available!  
[Click here](#) to sign up

# CLIENT HIGHLIGHTS

## WITCHES TEA

My name is Davonna Wallace and I am the founder of Witches Tea Flint and Witches Tea Co. Witches Tea Co. is an offshoot of Witches Tea Flint, the organization. We are located in Flint and have a very active following. Our store, [www.WitchesTeaFlint.com](http://www.WitchesTeaFlint.com), has an abundance of teas and teawares for every taste & personality. New teas are being added weekly. Just this weekend I added 4 new teas to our line up. The big hit this holiday season has been the Monthly Tea Club. This is a tea sampler of 31 teas with many tea options to choose from like: green and black, green and herbal, all herbal, all green, all black, black and herbal, and the fan favorite "Suprise Me". I have many followers on TikTok who have purchased the Monthly Tea Club and post their daily experiences. It has been so much fun watching people try my teas and seeing their reactions. The Monthly Tea Club also invites buyers to join a super secret tea club group on Facebook where we can talk about all kinds of tea and our tea experiences. It is creating a community of tea-lovers and exposing people to the rich history of tea. You can check us out at [www.WitchesTeaFlint.com](http://www.WitchesTeaFlint.com) and on [Etsy](https://www.etsy.com/shop/WitchesTeaFlint).

[www.WitchesTeaFlint.com](http://www.WitchesTeaFlint.com) | [witchesteaflint@gmail.com](mailto:witchesteaflint@gmail.com) | [@witchesteaflint](https://www.instagram.com/witchesteaflint)



## GOODFIT KITCHEN

The Goodfit brand is a local company that focuses on C.A.R.E.S. (community, action, resources, education, and strategies) that will help people become the best versions of themselves. Hi, my name is Carlton Johnson Jr. I'm a public speaker, serial entrepreneur, and co-owner of Goodfit Kitchen. Our goal at the Goodfit brand is to empower individuals to develop positive habits and to make healthy life choices. One of the ways we do this is through our weekly meal preparation service that we offer. This affordable service is available to anyone from the busy professional, homemaker, student, athlete, anyone looking for healthy portioned meals, and everything in between. Currently the Goodfit brand is working on new strategies to reach and impact our community and abroad through the launching of our new initiative called "Speak On It With Carlton Earl". This platform is where we will bring inspiration, encouragement, and support because change starts in the mind. Our motto is, "Beliefs drive behaviors, and behaviors drive results". As people we take things in through our eyes, ears, and mouths. Ask yourself..... what are you mentally and physically feeding yourself? Whatever it is, just remember it should always be a "Goodfit".

[goodfitkitchen.com](http://goodfitkitchen.com) | [customer care@goodfitkitchen.com](mailto:customer care@goodfitkitchen.com) | [@goodfitkitchen](https://www.instagram.com/goodfitkitchen)

# YOUTH SCOOP

In November, 100K Ideas had the wonderful opportunity to speak with a few Beecher High School students. This was a great chance to engage with local youth and be a part of their entrepreneurial inspired conversation. Over a Zoom call, we provided suggested next steps and asked the students to dive deeper into their passions.

We appreciate these opportunities to share 100K Ideas' mission and provide additional aid to support innovative thinking.

We love to connect with educators and their students! We have engaged with students as young as Kindergarten all the way up to 12th grade. If you are interested in having us work with your students, please complete our [Interest Form!](#)



## PITCH FOR \$K

In partnership with the Flint & Genesee Chamber of Commerce, 100K Ideas launched the 2nd year of the Pitch For \$K - Idea Pitch Competition. Consistent with the previous series, this competition is designed to foster the entrepreneur mindset in Flint & Genesee County, along with creating an inclusive support system to assist individuals in moving their idea, product, or business forward. Once again, through the generous support of the Charles Stewart Mott Foundation and the addition of support from the Michigan Economic Development Corporation, 100K Ideas was able to facilitate the second competition in November.

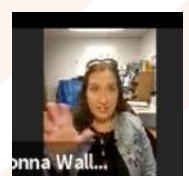
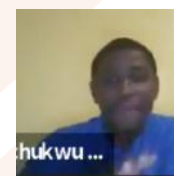
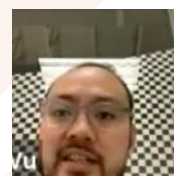
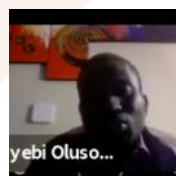
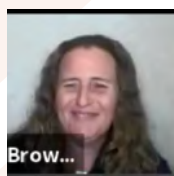
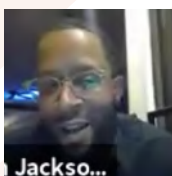
In response to COVID-19, the November 12th competition was held virtually and live-streamed on Facebook for viewers to tune in. For this series of competitions, in addition to the first, second, and third-place prizes of \$5,000, \$2,500, and \$1,000, respectively, we were also able to give away a People's Choice prize in the amount of \$1,000. This prize was decided exclusively by our viewing audience.

Similar to past competitions, seven finalists were selected to participate in the live-streamed event. In preparation for the competition, they were paired with mentors and provided a pitch clinic, facilitated by the University of Michigan Flint's Office of Economic Development. Walking away with the top prize of \$5,000 and the People's Choice prize was Kayla Laird with Lord Laird's Premium Lemonade.

When asked what she would say to those thinking about applying, Kayla replied, "I honestly could not have won this prize money without the support of the community. Winning \$6,000 has landed us THAT MUCH CLOSER to getting Lord Laird's Premium Lemonade on a shelf near you and I am so excited! I would like to encourage those of you-- if you have an idea that you genuinely think is great, don't be scared to bring it to life... no matter what it takes. Google will be your best friend and there will be people who genuinely want to help you and see your business succeed, so don't be afraid to get your product out there, network, and also ask plenty of questions along the way. Thank you once again, Pitch for \$K!"

Second place was awarded to Colleen Brown for her idea "Made for You Dinner Service" and third place was awarded to Dorian Jackson for his idea "Natroil".

Applications are now open for the March 11, 2021 competition. To apply, visit [thepitch4k.com](https://thepitch4k.com). Submissions are due January 8th! Also, be on the lookout for additional announcements by following us on Facebook and Instagram @thepitch4k



# HAPPENINGS AT 100K



## MONTHLY WORKSHOPS

This October we had our Food & Beverage Workshop with Tony Vu, local entrepreneur and owner of Ma Mang, who gave insight into entrepreneurship within this industry. In November we discussed Mentorship with Isaiah Oliver, President & CEO of the Community Foundation of Greater Flint, who discussed the importance of mentorship in all aspects of life. Special thanks to both of our guest speakers on their contribution to these workshops, helping to provide useful information to our community. Make sure to stay tuned to our website and social media to register for upcoming workshops, including January's Branding Workshop! Check out our flyer attached to learn more.



## BACK TO MICHIGAN VIRTUAL EVENT

100K Ideas attended the state-wide career event, Back to Michigan. There were over 230 attendees registered for this first-time virtual event. 100K Ideas appreciated the opportunity to represent, encourage and generate talent back to Michigan. Also, we were excited to share what we do with a new audience and are looking forward to next year!



## GIFT CERTIFICATES

In time for the holiday season, 100K Ideas has made gift cards available for purchase on our website. 100K Ideas' gift cards are a great way to encourage family members and friends who have an idea and need a little help getting started. If you are interested in purchasing a gift card, visit [100kideas.org/egift-cards](https://100kideas.org/egift-cards).



## COMMUNITY ENGAGEMENT

On Saturday, October 31, 100K Ideas staff handed out candy as part of the Bedrock Halloween "Walk to 600 Block" of Downtown Flint event. They had a great time passing out candy to children during this social distance-friendly event.

JUST ANOTHER DAY AT 100K...



# PROJECT MANAGER CORNER

## TIME MANAGEMENT

WRITTEN BY BROOKLYN CROWDER

What is the one thing that everyone has in common no matter their background or status? We all have the same 24 hours in a day. Behind every success there is still a person, or a group of people, working day after day to achieve what they've set their mind to. The key to our own individual success is to manage ourselves and our time well with direction and purpose. Time management is more about organization and prioritization in order to get critical tasks done to move yourself forward. In this edition of the project manager corner, we will give you some tips and tricks to becoming better organized and managing your tasks in order to utilize your time and achieve more!

### Schedule Your Day Ahead of Time

At the end of each work day, take 15 minutes to prepare an agenda for the next day and at the end of each work week for the following week. On this agenda you can put the tasks you still need to accomplish, meetings you have for the next day, and topics to touch base with co-workers or clients. Doing this allows you to start your day with direction and purpose without losing any of the details or forgetting to contact someone.

### Link Actions to Goals

What you do on a daily basis adds up! Actively think about what you are doing and how that relates to your goals or what you want to achieve. An easy exercise to do this is to create two lists. On one side of the list, write down actions associated with your goal or objectives or your goal. On the other side, write down the things you're actually spending your time on and what they're related to or accomplish. Sometimes even the people you spend time with can affect the way you view, proceed, and achieve with goals.

### Take Regular Breaks & Unwind Before Bed

A huge portion of being productive is being alert and focused, but you can't be focused if you're stressed and tired. After 2 hours or in the transition of a new task take a timed 15 minute break that allows you to relax. During this time you could read a book, meditate, watch a video, or catch up with someone you work with. At the end of the day leave work at work. Decompression is a huge factor of good sleep. Avoid blue light from devices late at night and develop a routine your body can become accustomed to.

### Keep Your Inspiration & Motivation

In order to keep the flames of the fire burning, add to it. Create a vision board of your goals, have an accountability buddy with the same mission, have weekly or regularly scheduled meetings with a mentor or coworker, watch videos of people who have accomplished the same thing, and build a routine of reminding yourself to keep pushing forward. Having a fervent desire to push forward with help with achieving goals efficiently and in record time!

We hope you enjoyed some of these tips and plan on implementing them within your habits to create higher productivity, organization, and better time management!

# COUNTY-WIDE SURVEY

100K Ideas, along with a number of Genesee County partners, will be helping to distribute a county-wide small business survey. This study is focused on gathering data on Genesee County's small business climate. The survey will be distributed starting January 18th.

We appreciate your participation in advance!

## OVERALL 100K METRICS

### IDEA CATEGORIES



### PRESENTED AND PROGRESS TO DATE

**603**  
IDEAS

**447**  
ASSESSMENT

**112**  
NEXT STEPS

100K Ideas categorizes presented ideas into three categories: products, services or software/applications. We track services provides as follows: the idea stage comprised of a 30 minute free intake session to discuss the client's idea, a full binder assessment including concept art, research & benchmarking, market analytics and possible next steps, and work orders which can be for an array of services offered including prototyping, branding or product distribution.



Register on our Facebook event



# BRANDING WORKSHOP

*With guest speaker, Hien Lam*

Interested in learning how to create a clear brand message for your business? We can help! RSVP to our workshop to learn all about it.

Jan 12th 5:30  
Jan 14th PM

FREE  
VIRTUAL  
EVENT



@thepitch4K

# PITCH FOR \$K

IDEA PITCH COMPETITION

When: March 11th

Submissions are open until January 8th

Pitch For \$K is an idea pitch competition designed to foster the entrepreneur mindset in Flint & Genesee County. If you have an idea for a business or product we are encouraging you to submit your idea for a chance to win up to \$5,000!

## Prize Layout

<b>1st Place</b>	<b>\$5,000</b>
<b>2nd Place</b>	<b>\$2,500</b>
<b>3rd Place</b>	<b>\$1,000</b>
<b>People's Choice</b>	<b>\$1,000</b>

For more information, visit: [www.thepitch4k.com](http://www.thepitch4k.com)



FUNDED BY:



MICHIGAN ECONOMIC DEVELOPMENT CORPORATION