



NEWSLETTER



ALUMNI NETWORK

100K IDEAS ALUMNI NETWORK

To kick off our quarterly newsletter, 100K Ideas is excited to announce the formation of the 100K Ideas' Alumni Network. The group consists of past 100K employees and fellows. The founding members include Paul Zenhder, Carter Holmes, Victoria Pleasant, Natalie Roland, and Bradley Tomasek.

The Network will serve as a "meeting ground" for past 100K Ideas' employees to stay connected with each other, and the organization. The continued engagement of the group means continuous engagement with the progression of 100K Ideas and the work we are providing in our community. This group's commitment stands on the entrepreneurial spirit and the curiosity of an innovator with priority to the community.

The members are eager for the next meeting and the future of the group. Keep a lookout for the Alumni Networks' announcements and happenings.

Keep reading this newsletter to see the latest additions to our team, a few client highlights, recent happenings, and more!

Features

TEAM ADDITIONS

CLIENT HIGHLIGHTS

YOUTH SCOOP

PITCH FOR \$K

HAPPENING AT 100K

**PROJECT MANAGER
CORNER**

100K METRICS

ADDITIONS TO THE TEAM



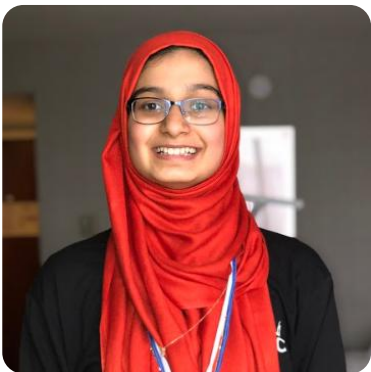
CRYSTAL

Crystal is a project manager for 100K Ideas. She is a freshman currently at Kettering University, where she is studying Business Management as well as studying for a concentration in Supply Chain & Logistics. She has been in choir almost all of her life, plays guitar, loves getting outside, and also really enjoys hanging out with her friends.



TORRIAH

Torriah is a project manager here at 100K Ideas. She is a senior at the University of Michigan-Flint, majoring in Business for Human Resources Management. In her free time, she enjoys spending time with her family, trying new restaurants, and doing her makeup when she has an excuse to wear it.



AAESHAH

Aaeshah is our newest project manager here at 100K Ideas. She is currently in her freshman year at Oakland University and is getting a double major in Social Work and Public Policy & Public Administration. She enjoys cooking and eating new foods, taking photos, and helping others.



SHIANN

Shiann is currently a freshman at the University of Michigan-Flint and is majoring in Graphic Design and Visual Communications. She enjoys drawing, listening to music, and being physically active.

100K & CLIENTS IN THE MEDIA

"We're committed to improving the financial literacy of residents and young in Flint"

Timesha Brown -
Kiva Loan

Member News - Flint &
Genesee Chamber of
Commerce

6th Annual African
American Virtual Film
Series Panel

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

Virtual Office Hours are now available!

[Click here](#) to sign up

CLIENT HIGHLIGHTS



Cultivation Agricultural Marketing

My name is Hailey Andres and I am the owner of Cultivation Agricultural Marketing! Combining my love for design and agriculture, I wanted to create a business to help agricultural and rural businesses to discover their voice in the digital world! At Cultivation Agricultural Marketing we offer services in branding, photography, and video.

I am thankful to get to work so closely with the awesome farmers that feed our world.

Checkout our Instagram ([@cultivationagmarketing](https://www.instagram.com/cultivationagmarketing)) and website (www.cultivationagmarketing.com), to learn more!

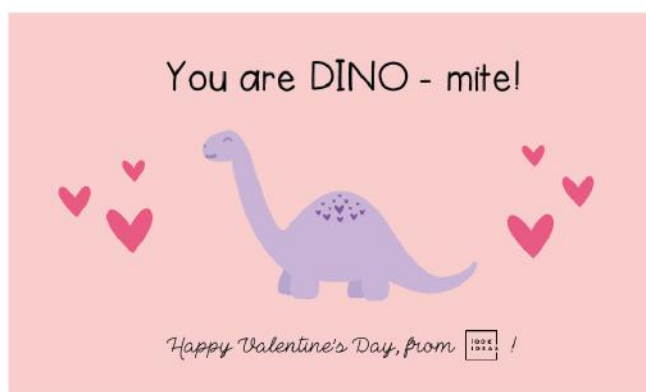
GreenerHouse

My name is Chad Church and I am the owner of GreenerHouse. GreenerHouse designs and operate sustainable solar powered greenhouses. Currently, we are getting our spring starters going, which will be available for purchase starting mid April. We have been working with groups in the Flint community to bring our technology to the people there, so that they can have access to good healthy food. Our goal is to create a network of GreenerHouse farms all over the city, reutilizing much of the blighted land in the process, and bringing the city some good jobs and clean energy and food. We are also planning to build new units this year and to continue to develop the design and technology.

Check out GreenerHouse at their [website](http://www.greenerhouse.com), on Instagram ([@greenerhousemi](https://www.instagram.com/greenerhousemi)), and Facebook ([@greenerhousemi](https://www.facebook.com/greenerhousemi))

YOUTH SCOOP

100K Ideas had an awesome recent opportunity to engage, safely, with our local youth in the community. Graphic Design staff members created Valentines for the Ennis Center For Children. We were able to collaborate with our neighboring business and see how we could bring smiles to children's faces. Sherry Johnson, Volunteer Coordinator stated the following: "The kids were really happy about receiving Valentine's Day Cards with the cool messages/designs on it as well as the fruit snack attached. The caseworkers took the cards to the children's home. Thank you very much for supporting children in foster care!" We look forward to future collaboration. with the center.



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 March 11th 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 was Shane Proulx with his idea, Flint City Handball Club.

Winner, Shane, says:

The chance to work with our mentors from Flint SOUP during this presentation was also invaluable to developing a clear message about who we are and what we want to be in the community. We are very excited to use this momentum in concert with our community partners like Berston Fieldhouse to make Team Handball Flint's new favorite sport! To future presenters - The seeds of new ideas bear the fresh fruit of opportunity. Take deep breaths, put in the hard work and you can see your idea grow into something real and vibrant.

Second place was awarded to Atoyebi Olusola for his idea "Calorie Gauge", third place was awarded to Nicole Rumbold for her idea "Mi Home Real Estate Co.", and the People's Choice prize went to Jalondria Dhrubo for her idea, "Reviving Roots".

More information on our next Pitch For \$K competition are coming soon. To stay up to date, visit thepitch4k.com for all the latest information about this competition. Also, be on the lookout for additional announcements by following us on Facebook and Instagram @thepitch4k.

HAPPENINGS AT 100K

MONTHLY WORKSHOPS

100K Ideas hosted 3 workshops this past quarter, focused on Branding, Patent & Trademarking, and E-Commerce. The Branding Workshop was led by Hien Lam where he talked about a framework he uses at Huck Finch to develop a cohesive and clear brand message using what they call Messaging Pillars. In February, we hosted an IP Basics workshop, where the presenters explained what patents, trademarks, copyrights, and trade secrets. We ended the quarter with the e-Commerce workshop we went over what eCommerce is; the process and experience including online shop, add to cart, packing, and shipping; as well as the overall customer experience.



MLK SERVICE DAY

The 100K Ideas staff participated in MLK Jr. Day of Service with United Way of Genesee County. One of the many service projects available on the Genesee Serves website was creating Calming Sensory Bottles. These bottles are often given to pregnant women, youths, and those on the autistic spectrum. The bottles help with focusing and calming. We were able to make and donate 15 bottles. 100K Ideas shared this stay-at-home opportunity on our social media platforms in hopes of encouraging others to participate.

SIPI IMMERSION PROGRAM

100K Ideas' Executive Director, Brandee, spoke with a group of current college students participating in SIPI's Immersion Program. The talk focused on 100K Ideas' mission and summer employment opportunities for students interested in working in Flint. The talk was well received and there were a few students who expressed interest in participating in our Summer Fellowship program.



FARMERS' MARKET TABLING

100K Ideas loves tabling at the Farmer's Market. Any moment we can safely interact with the community we appreciate it. Check us out on Tuesdays when we hang out with the community and talk about upcoming workshops, events and more!

JUST ANOTHER DAY AT 100K...

PROJECT MANAGER CORNER



NETWORKING REMOTELY

WRITTEN BY BATOUL BURBAR

Throughout my education in business, we are taught many aspects that we may encounter in the real world. However, while we can retain and understand all of the information in textbooks and readings there is still one element missing; how do we network? Networking is one of the most essential skills when developing a business idea and can often become a barrier for most. However, networking has become challenging with the rise of the pandemic which leads us to discuss three different ways we can efficiently network remotely:

Take Advantage of Your School

Students often forget that professors and staff are there for more than assigning homework and grading papers. They don't take advantage of creating relationships and bonds that could help with job searches and future opportunities - but it's never too late to start. Professors have hundreds of students, especially when working remotely, it's quite difficult to memorize each and every name. The student's job is to ask questions, show interest in the course, and most importantly, be respectful! Professors want to transfer that knowledge onto their students but can only do so when a student is showcasing these attributes. It is a resource many forget to consider but one of the most valuable you can attain from your college experience, so, take advantage while you can!

Online Events

Online events were pre existing prior to the pandemic but have increased in popularity. Thanks to Zoom and Google Meet, many webinars are free of cost and require almost nothing. This is a great way to connect and network with people all across the country from the comfort of your home. One is then able to use these contacts they make from these webinars for future purposes. Additionally, these webinars provide free resources, guides, and visuals. They're easy to sign up for and join without the hassle of having to get ready or use transportation. This is one of the better outcomes to come out of the pandemic and should be utilized as much as possible.

Reaching Out

Reaching out is probably one of the MOST important steps into properly networking. Now you're thinking, well isn't that the whole point of this article? Let's put this into perspective, we all have encountered a great business idea that we want to eventually create. Many people will rack up the idea, obtain the information and maybe even create the service/product but won't reach out. In order to gain feedback and constructive criticism, we must use our resources through emailing and requesting to meet with people who are already well versed in what we're trying to achieve. One must take the initiative of personally interacting with others aside from joining group events. The only way to really know whether or not someone believes in your idea is to ask people directly!

2020 ANNUAL REPORT

Our 2020 Annual Report is now available to the public, via our website!
[Click here](#) to read and learn more about 100K Ideas and our accomplishments.



OVERALL 100K METRICS

IDEA CATEGORIES



PRESENTED AND PROGRESS TO DATE

630
IDEAS

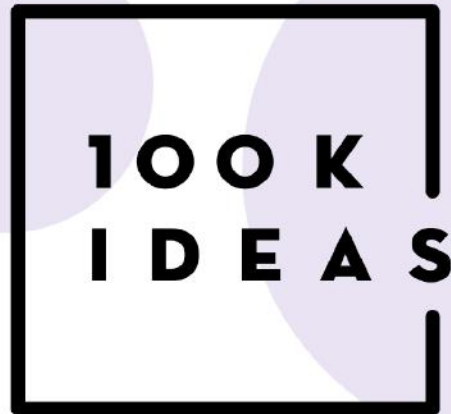
465
ASSESSMENT

118
NEXT STEPS

100K Ideas categorizes presented ideas into three categories: products, services or software/applications. We track services provided 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.

DONATE

Register on our Facebook event



SOURCING WORKSHOP

Interested in taking a new product to market? Join us to discuss the design process and the sometimes chaotic journey to your final design solution. This workshop will discuss design requirements, ideation, prototyping, sourcing/manufacturing options and more.

APRIL 15 **5:30 PM** **FREE VIRTUAL EVENT**