



100K Ideas Newsletter

100K IDEAS OFFICE HOURS

100K Ideas' Office Hours locations are officially open! On April 11th we held our first Office Hours session in partnership with the Flint Development Center (FDC). To mark the start of this partnership, we hosted an Office Hours Open House on May 2nd at the FDC. The event welcomed members of the community to see 100K's office space and meet with our Office Hours' staff.

In addition to the FDC, we launched our second Office Hours location in partnership with Berston Field House on June 4th. The purpose of our office hours is to bring 100K Ideas closer to the community, making our services more accessible.

You can visit us at one of our NEW Office Hours Locations during the following times:

Berston Field House: Every Tuesday 3pm - 7pm

Flint Development Center: Every Thursday 2:30pm - 4:30pm

Features

ADDITIONS TO THE TEAM

HAPPENING AT 100K

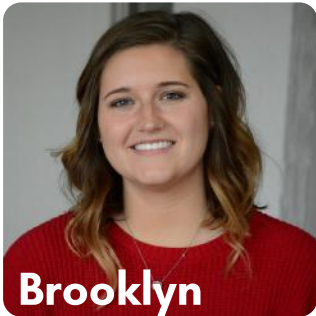
WHAT IS A HOBOTYPE?

YOUTH SCOOP

KUHMUTE

100K METRICS

ADDITIONS TO THE TEAM



Brooklyn

Brooklyn is currently working as a project manager at 100K Ideas. She is currently pursuing her Bachelors in Business Administration at Kettering University. Brooklyn enjoys sewing, embroidering and watercolor painting in her free time. She also enjoys reading and taking care of animals.



Bronwyn

Bronwyn works at 100K as a graphic designer and marketing specialist. She is currently a student at College for Creative Studies majoring in Advertising Design. In her free time she enjoys watching Netflix, drinking bubble tea and spending time with her three cats.



Hannah

Hannah works at 100K as an industrial designer. She graduated from Northern Michigan University with a BFA in human-centered design. Hannah spends her free time sewing fashion pieces and experiments with materials. When the weather is nice, Hannah enjoys exploring the cities of Michigan.



Kayla

Kayla is a project manager at 100K Ideas. She is currently attending the University of Michigan-Flint, majoring in Entrepreneurship and Innovation Management. Kayla also manages her business, Premium Lemonade which involves testing, creating and designing for the brand.



Andrew

Andrew works at 100K Ideas as an Engineer. He is currently attending Mott Community College, majoring in CAD Design. After Mott CC, he plans to pursue his Bachelors in Engineering. Some of his hobbies include running, sport shooting, gaming, and spending time on the lake.

100K Ideas in the Media

The Startups Born of Flint's Water Crisis

<https://www.msn.com/en-us/news/causes/the-startups-born-of-flints-water-crisis/ar-BBWkhfu>

Kettering students poised to launch scooter ride-share business in Flint

<https://www.mlive.com/news/flint/2019/05/kettering-students-poised-to-launch-scooter-ride-share-business-in-flint.html>

Flint Teen wins \$5,000 grant to start vibrating water bottle business

<https://www.mlive.com/community/2019/06/flint-teen-wins-5000-grant-to-start-vibrating-water-bottle-business.html>

Pitch For \$K looking for new ideas in Flint, offers \$17,500 in prize money

<https://www.mlive.com/community/2019/06/pitch-for-k-looking-for-new-ideas-in-flint-offers-17500-in-prize-money.html>

HAPPENING AT 100K



Lieutenant Governor Gilchrist visited 100K Ideas on April 25th to take a tour of the Ferris Wheel. During the visit, staff had the opportunity to talk to Lt. Governor Gilchrist about their roles at 100K Ideas.

100K Ideas hosted the University of Michigan-Flint Hagerman Center for Entrepreneurship & Innovation and Entrepreneur Society for an **Entrepreneurship Lunch**. 100K Executive Director, Heidi McAra and Founder, David Ollila, spoke to young professionals about their success stories, innovation, mistakes and what it takes to be an entrepreneur.



Lake Fenton High School visited 100K Ideas on April 16th. The students learned about 100K Ideas, Sky Point Ventures, the Hagerman Foundation and the Ferris Wheel with David Ollila and Becky Gaskin. They also participated in a small activity to understand more about entrepreneurship and innovation.



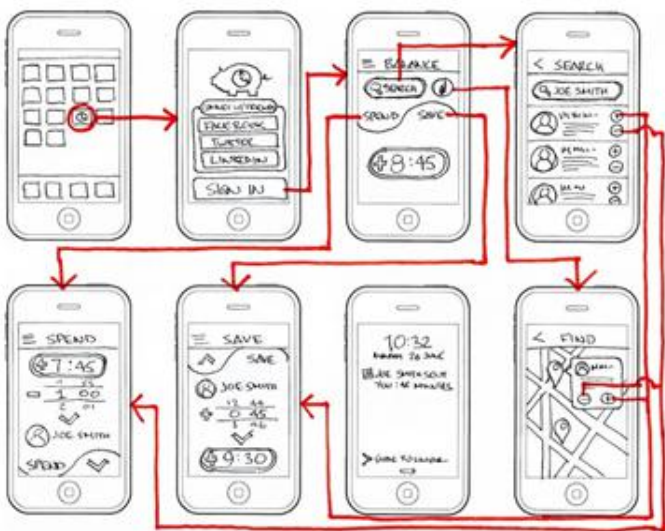
WHAT IS A HOBOTYPE?

As part of our mission, 100K Ideas hopes to make entrepreneurship more accessible to all regardless of their monetary resources. One service we offer that we get questions about all the time is ‘Hobotyping’. A hobotype describes a rough prototype created by using whatever you have available to you for an initial mock-up of your idea. “Hobotyping allows you to rapidly create what you’re thinking about without too much detail to express the physical being,” explains 100K Ideas Co-Founder, David Olilla. Who, although he didn’t coin the term, has been a champion of the practice.



The hobotype is so essential because perfection is the enemy of progress. Even a very rough model can often do more to move your idea forward than waiting until every detail is perfect before building a prototype. It also allows you to test out your idea and troubleshoot problems before you’ve invested money. Typically to reach a finalized prototype it will take multiple iterations of hobotypes, each more refined than the last.

There is no rulebook for hobotyping. Anything can be hobotyped, and any materials can be used. Popsicle sticks and duct tape are acceptable building materials. Hobotypes are named such because anyone regardless of experience or resources can cobble together a physical manifestation of their idea. To date, 100K Ideas has helped generate 18 product hobotypes for our clients.



Hobotypes are not limited to products either, the software equivalent would be a wireframe for your app or webpage. This can start on napkin or paper and eventually migrate to a digital wireframe. There’s even a program called Marvel POP (pencil on paper) that allows you to take a picture of wireframe screens on paper and allows you to create a rough, yet functional prototype. There are also a handful of free and paid apps designed to help generate digital wireframes including Adobe XD, Axure RP, Pidoco, Figma and Fluid UI.

YOUTH SCOOP



The fourth graders of Holly Academy participated in a Mini-Society project, where they created goods and services to buy and sell to other classmates. The students were separated into different countries, offering a variety of businesses to others. 100K Ideas discussed marketing and promotion on May 22, 2019. During the presentation, 100K Ideas asked students what they know about their market, who their targeted audience is, and how they plan to promote their business. Students' businesses varied from Custom Mechanical Pencils to Office and Classroom Cleaning Services. 100K Ideas returned on June 12th for their Market Day.

PITCH FLINT

On June 14th, the Carr Cares Foundation, in partnership with the Community Foundation of Greater Flint and 100K Ideas, hosted a youth pitch competition at the Ferris Wheel. The competition, titled Pitch Flint, gave six local area students the opportunity to pitch their business ideas for the chance to win up to \$5,000 to move their idea forward. In addition to the prize money, all six contestants received a \$200 scholarship for an Idea Assessment by 100K Ideas. Congrats to the winners and all the participants!



KUHMUTE



Exciting news for one of our very own, Peter Deppe and his electric scooter system, Kuhmute. In May, Kumute won second place in the Comeback Capital Bowl competition. The \$75,000 investment will support the growth of Kuhmute’s personal electric vehicles and smart-charging hubs. Deppe, Founder and CEO of Kuhmute says, “This confirms the belief in our mission to provide affordable, organized transportation for people and municipalities. This [investment] will allow us to purchase the remainder of our electric scooter fleet and help us continue innovating our smart charging hub as we prepare a pilot launch in Flint.”

Kuhmute is an electric scooter rideshare that revolves around its smart charging hub to keep its fleets organized and charged. As urban areas have begun to adopt electric scooters as a new way to travel throughout cities, an unexpected repercussion has been scooters laying in unwanted areas. This charging hub is designed to combat scooter pile ups and clean up the clutter.

100K Ideas Co-Founder and Chief Innovation Officer at Skypoint Ventures, David Ollila, adds, “Kuhmute proves the intense commitment and resolve it takes to be an innovator. This is a company who originally came to 100K Ideas with a thought to build solar-powered huts before quickly realizing that wouldn’t work. Today, they’re revolutionizing the way we think about mobility. It’s validation for them, but also for the process and team at 100K Ideas. We’re proud to help support their journey.”

“We created Kuhmute to have an impact, so the opportunity to apply our technology to connect the growth across Flint is a special one for us.”

- **PETER
DEPPE**



100K IDEAS AT EVENTS

HABITAT FOR HUMANITY OLYMPICS

BOYS AND GIRLS CLUB DODGING FOR DOLLARS

MLK SPRINGTIME POP-UP

18TH ANNUAL UNITY MARCH AND COMMUNITY EXPO

YQ BIZ YOUTH BUSINESS FAIR

CITY OF FLINT ECONOMIC DEVELOPMENT PROGRAM

MICHIGAN INVENTION CONVENTION

100K Metrics

Idea Categories

60.5%
Products

28.3%
Services

11.7%
Software

Presented and Progress to date

392
Ideas

309
Assessment

52
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.

PITCH FOR \$K

IDEA PITCH COMPETITION

When: August 1st | 5:30 pm

Where: The Ferris Wheel 615 Saginaw St, Flint, MI 48502

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 \$10,000!

So don't wait, get your idea submitted TODAY and take your passion to the next level!

To sign up, or for more information visit
www.thepitch4k.com



Prize Layout

1st Place - \$10,000

2nd Place - \$5,000

3rd Place - \$2,500

Criteria:

- 18 years or older
- Reside in Flint or Genesee County
- Participants with operating businesses must have less than one year of operations.
- Willing to accept mentoring



FUNDED BY:



CHARLES STEWART
MOTT FOUNDATION