

100K Ideas Newsletter



PITCH FOR \$K

In partnership with the Flint and Genesee Chamber of Commerce, 100K Ideas hosted the first Pitch For \$K, Idea Pitch Competition on August 1st at the Ferris Wheel building.

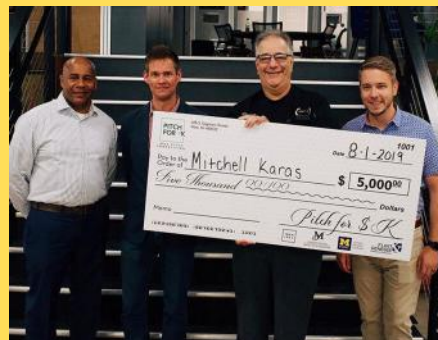
Pitch For \$K is designed to foster the entrepreneur mindset in Flint & Genesee County, along with creating an inclusive support system to assist individuals in moving their idea, product, or business forward. This initiative would not be possible without the support and funding from the Charles Stewart Mott Foundation.

Out of 50 submission, seven individuals were selected to pitch their ideas to three judges and a live audience. In preparation for their pitch, the participants were paired with mentors and provided a pitch clinic, facilitated by the University of Michigan - Flint's Innovation Incubator.

Walking away with the top prize of \$10,000 was Adriane Deulius, owner of The Sugar Mermaid. "The Pitch For \$K helped my business in so many ways! It gave me money for better machines to increase my productivity, expand my business to more locations and to improve my labeling! If you have a dream, if you have an idea I would highly recommend entering the Pitch For \$K!" says Adriane.

In addition to the top prize, the 2nd place winner, Mitchell Karas, won \$5,000 for his Artisanal Pasta and Annalissa Padilla won the 3rd place prize of \$2,500 for her Spice Bar.

This was the first of three Pitch For \$K competitions planned, with the next one scheduled to take place at Berston Field House on November 14th at 5pm. Submissions for the next Pitch for \$K close September 30th, so please don't wait to submit your idea! For more information, visit thepitch4k.com.



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ADDITIONS TO THE TEAM



Meet Carter! He is currently attending Mott Community College studying business management. His hobbies include exploring new places, playing all types of sports, hanging out with friends, and being outside whenever he can.



Meet Cortnie! She is currently attending University of Michigan Flint studying international business and marketing. In her free time she enjoys reading and cooking.

Come See Us!

Ferris Wheel

615 S Saginaw Street Flint, MI 48502

Monday, Wednesday and Friday: 8:00am - 4:00pm

Tuesday and Thursday: 10:00am - 6:00pm

First Saturday of the month: 10:00am - 1:00pm

Berston Field House

3300 Saginaw St, Flint, MI 48505

Tuesdays 4-6pm

Flint Development Center

4121 Martin Luther King Ave, Flint, MI 48505

Thursdays 2:30-4:30pm

100K Ideas in the Media

Focus On Flint Report shows challenges community is facing
<https://nbc25news.com/news/local/focus-on-flint-report-shows-challenges-community-is-facing>

Pitch competition winner thankful for Flint organizations that help small businesses to grow
<https://www.mott.org/news/articles/pitch-competition-winner-thankful-for-flint-organizations-that-help-small-businesses-to-grow/>

Draymond Green invests in Flint entrepreneur's clothing line, pop-up shop
<https://www.mlive.com/news/2019/08/draymond-green-invests-in-flint-entrepreneurs-clothing-line-pop-up-shop.html>

Millionaire who loves Flint refuses to leave hometown, makes dreams come true
<https://www.freep.com/story/money/cars/2019/03/07/phil-hagerman-flint-millionaire/3076190002/>

CLIENT HIGHLIGHTS



KALM POP-UP

KALM Clothing hosted a special pop-up shop on August 9th at the Ferris Wheel in downtown Flint in celebration of its' collaboration with 100K Ventures. This event marked the first time KALM clothing was sold offline, allowing patrons and partners to interact directly with the brand. Among some of the special guests and invitees NFL Super Bowl Champion Victor Cruz and NBA All Star and World Champion Draymond Green.

KUHMUTE LAUNCH

Held at the GM Mobility Research Center in Flint, MI, Kuhmute showcased their pilot fleet of scooters and a production ready prototype of their smart charging hub. Many partners, friends, family and supporters were in attendance. Speakers for the night were Senator Lana Theis, President Robert McMahan of Kettering University, David Ollila of Skypoint Ventures and 100K Ideas, as well as, Peter Deppe of Kuhmute. The event was narrated by the Flint and Genesee Chamber of Commerce's Tyler Rossmuessler. This event served as the pre-launch showcase to allow Flint residents the opportunity to learn more about this exciting innovation coming soon to their city.



SUMMER PROGRAM

100K Ideas was very busy this summer! For the first time 100K Ideas hosted a Summer College Fellowship and conducted their second Summer Experience Program for local Flint High School students. Our Fellows and High School Interns discovered and explored the entrepreneurial ecosystem of Flint. Both groups enjoyed visits to Mott FabLab, Landaal Packaging Systems, Factory Two, and the Ruth Mott Foundation. The summer participants also heard from industry professionals ranging from software engineers to marketing and graphic design specialists.

As part of their time at 100K Ideas, the Fellows engaged the Flint community by participating with Habitat for Humanity and the Porch Project. The Fellows ended their summer program by providing an entrepreneurial workshop focused on business owners' social media presence. They developed this workshop after assessing the community and identifying a knowledge gap. Their workshop was a success and was attended by many entrepreneurs from various stages.

We look forward to next summer!



“100K Ideas has given me the opportunity to engage with professionals from various different industries. This experience has not only expanded my network but also inspired me to be a more entrepreneurial-minded individual.”

- John George



YOUTH SCOOP

As part of their summer, the 100K Ideas College Fellowship participants facilitated a 6-week innovation program with the Sylvester Broome Empowerment Village (SBEV). They worked with youth interested in developing a business idea. The SBEV participants created their own Assessment Binders, helping them with the first step in starting their own potential business. Fellows were able to provide specialized attention, feedback based on their experiences and share knowledge they gained while working at 100K Ideas. The Fellows created an inviting environment for youth to ask questions, as well as, gain insight on the Fellows' schooling and career paths. Ultimately, this helped to create a safe place to discover, analyze and produce their own critical thinking process.

100K Ideas also had the opportunity to engage with the YMCA's Y Safer Places program. Throughout the month of July, 100K Ideas introduced roles from a variety of professional industries to the participating youth. Each visit was led with an open discussion of the 100K Ideas employee's role, followed with a related activity to the industry. 100K Ideas had a great time sharing what we do and exposing youth to the world of entrepreneurship and innovation. Thank you to Y Safer Places for inviting us to their program!

HAPPENING AT 100K



On July 24th the Ferris Wheel had some special visitors!

Beto O'Rourke, former U.S. Congressman from Texas, and Senator Cory Booker from New Jersey, visited Flint as part of their presidential campaign tours.



During Booker's visit, he toured the Ferris Wheel building and participated in a round-table discussion hosted by Mayor Weaver. The round-table included local business owners and community leaders from Flint, discussing the progress Flint has made over the past few years. Booker also took the time to meet our 100K Ideas' staff and greet guest in the lobby.



As part of O'Rourke's visit to Flint, he hosted a town hall meeting. The town hall was attended by local residents and community leaders, as well as, people from across the state. The event gave attendees a chance to ask the candidate questions directly about his platform and his plans, if he were to be elected president. After the event, O'Rourke greeted everyone in attendance.

Just another day at 100K Ideas...



PROJECT MANAGER CORNER

In our last newsletter, we discussed how entrepreneurs can use hobotyping as a means to move their idea forward. To recap, hobotyping is a rough prototype created by using whatever you have available to you for an initial mock-up of your idea. This is a simple step an innovator can take to begin testing the market.

Hobotyping is just one of the initial steps to move an idea forward. Depending on the type of idea, product, service, software/app, there are a variety of additional actions you can take towards launching your business. Here are a few examples of some of the most viable next steps for different idea categories after completing a hobotype.

Product

- CAD Drawing
- Sourcing of materials
- Testing

Retail/Service

- Logo Creation
- BOM (Bill of Materials) Worksheet
- Non-recurring Expenses Worksheet

Software

- Wireframe design
- Logo Creation
- Gain Feedback from Potential Users

If you need assistance with a different set of Next Steps, be sure to check out the hourly services we offer.

100K IDEAS AT EVENTS

FLINT DEVELOPMENT CENTER
COMMUNITY DAY

DAY OF FUN @ THE NORTH FLINT FOOD
CO-OP

1ST WARD NEIGHBORHOOD
RESOURCE FAIR

CITY OF FLINT MICRO LOAN
CONFERENCE

HISPANIC HERITAGE
FESTIVAL

UM FLINT AND ICGF WELCOME WEEK
EVENT

UM FLINT INNOVATION INCUBATOR
COMMUNITY PICNIC

BETHLEHEM TEMPLE & MLK PLUS
SMALL BUSINESS FORUM

FLINT SOCIAL IMPACT DEMO DAY

100K Metrics

Idea Categories

58.9%
Products

28.5%
Services

12.4%
Software

Presented and Progress to date

456
Ideas

361
Assessment

56
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: November 14 | 5pm-7pm

Where: Berston Field House 3300 Saginaw St, Flint, MI 48505

Submissions: Sept 1 - Sept 30

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!

We hope to see you there!

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



FUNDED BY:

