

# 100K Ideas Newsletter



## PITCH FOR \$K

In partnership with the Flint & Genesee Chamber of Commerce, 100K Ideas hosted the second Pitch For \$K competition on November 14th at Berston Field House. Pitch For \$K, once again, provided an opportunity for individuals with an idea to pitch for a chance to win up to \$10,000. This initiative was made possible by the support and funding of the CS Mott Foundation.

Over 60 submissions were received and seven individuals were selected to pitch their idea to three judges and a live audience. In preparation for their pitch, the participants were paired with mentors, provided a pitch clinic facilitated by the University of Michigan - Flint's Innovation Incubator, and provided a pitch demo by Kuhmute CEO, Peter Deppe.

Jonathan Quarles of Sol-Air walked away with the top prize of \$10,000. "I am extremely grateful for the opportunity to pitch and win the \$10k from the Pitch For \$K." Quarles added, "The funds will assist in ensuring our successful hard launch of our premiere bottled water. In addition, SolAir plans to open the first bottling facility in Flint's history. The experience and technical assistance received leading up to the pitch competition was truly first class and I strongly encourage others to participate in the next round."

In addition, Jonathan Blanchard won the 2nd place prize of \$5,000 for his organization Stemletics, and David Stone took home the 3rd place prize of \$2,500 for his idea, SubluxOffice.com. The third competition is scheduled to take place at Genesee Valley Mall's Center Court (3341 S Linden Rd, Flint, MI 48507) on Thursday, February 13th at 5:30pm. We hope to see you there!

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# ADDITIONS TO THE TEAM



Meet Paul, one of the newest editions to the team! He will be a graphic designer here at 100K Ideas and is currently studying graphic design at University of Michigan-Flint. He enjoys photography, going to the gym, and hanging out with his cats!



Meet Chae, another new member here at 100K Ideas! She is currently attending the University of Michigan-Flint and studying mechanical engineering. She will be added to our project management team. She enjoys painting, reading, and keeping up on the news.



Meet Tom, he is working here as a project manager for the holiday season, before returning back to school in January. He is currently attending Kalamazoo College, double majoring in business and political science. In his free time he enjoys playing sports, skiing, and hanging out with friends.

## 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

Ferris Wheel in Flint wins award for building entrepreneurial community  
<https://nbc25news.com/news/local/flints-ferris-wheel-wins-award-for-building-entrepreneurial-community>

Flint gathers for Christmas tree lighting ceremony  
<https://www.mlive.com/news/flint/2019/12/flint-gathers-for-christmas-tree-lighting-ceremony.html>

A friend's dying wish brings nonprofit to Flint  
<https://www.crainsdetroit.com/special-report/friends-dying-wish-brings-nonprofit-flint>

UM-Flint to open free downtown Ice Rink Dec. 4th  
<https://www.mlive.com/news/flint/2019/12/um-flint-to-open-free-downtown-ice-rink-dec-4.html>

Pitch competition winner hopes to expand company, bring job opportunities to Flint

<https://www.mott.org/news/articles/pitch-competition-winner-hopes-to-expand-company-bring-job-opportunities-to-flint/>

## Pitch Flint Winners & Where They Are Now

In June, 100K Ideas partnered with the Carr Cares Foundation and the Community Foundation of Greater Flint to host Pitch Flint, a youth pitch competition. We were beyond impressed with these amazing students and they have been working hard moving their businesses forward. Here's what they've been up to!



### Brook Cronin

**What progress has she made since the competition?** She is researching new ideas for different and innovative shopping carts.

**How does she plan to use her money?** She plans to solidify an idea and put it through a patenting program.

**What are her end goals for her business?** She wants to move to a fully operating business and get her products into some major retailers.



### Isabel Moffit

**What progress has she made since the competition?** She is working to create more jean purses.

**How does she plan to use her money?** She plans to get the word out about her company and collect more jean materials.

**What are her end goals for her business?** She wants to help kids and teenagers have access to affordable purses.



### Andrico Moffett

**What progress has he made since the competition?** He has been working to advertise his product.

**How does he plan to use his money?** He plans to purchase more material and give it to people to physically feel the materials.

**What are his end goals for his business?** His goal is to have famous streamers use his invention and recommend his product to others.



### Vedant Gupta

**What progress has he made since the competition?** He is expanding his content, covering many events. He has also been interviewing even more coaches and players from teams such as the Baltimore Ravens and Detroit Lions.

**How does he plan to use his money?** He plans to use his money to continue to travel, conducting more interviews and coverage on sports teams.

**What are his end goals for his business?** One of his end goals for his business is to build a non-profit around inspiring children from a young age to do things early, as his brand grows.



### Melodie Marsh

**What progress has she made since the competition?** She has completed a 100K Assessment Binder and is moving on to next steps which include testing products, getting a CAD drawing, and updating her name.

**How does she plan to use her money?** She plans to build her company up. Her next steps are to address the start up costs and obtain a patent and trademark for her product name.

**What are her end goals for her business?** She wants to target Arizona and the dehydration problem across the country.



### Jenica Horton

**What progress has she made since the competition?** She is currently a member of her school's Entrepreneurs Club, working to create a breast cancer ribbon, and created Halloween costumes for her family.

**How does she plan to use her money?** She plans to use her money for bigger products and expanding her branding, which includes making hats with her logo.

**What are her end goals for her business?** She wants to open a boutique and use the money to help the Flint area.

# YOUTH SCOOP

## Boys and Girls Club

October was unbe-leaf-able! 100K Ideas spent 6-weeks with the Boys and Girls Club of Greater Flint. During that time youth members were able to explore the world of entrepreneurship and innovation. The youth ranged from 7-16 years old. Each member was encouraged to form a business idea of their own. Each week youth participants completed activities to help develop their idea into reality. We truly value our time with the Boys and Girls Club, and we look forward to future programming. 100K Ideas had such a Fall-static time!

## Flint Children's Museum

Also, in October Kayla Laird, Project Manager and Food and Beverage Entrepreneur, read during the Flint Kids Read session at the Children's Museum. Cookies was provided by the museum and the lemonade by Lord Laird's Premium Lemonade (Kayla Laird). Kayla enjoyed reading Camila's Lemonade Stand and also sharing her own story, "It is so inspiring to speak to youth and read a story that hit so close to home with my experiences. I hope I lit a spark in their entrepreneurial spirit." We thank the Flint Children's Museum for allowing us to have this experience.

## Way Academy Visit

Way Academy came to visit the Ferris Wheel and 100K Ideas this December. This visit was in preparation of the 100K Ideas' 2020 Winter Experience. Students learned about the history of the building and 100K Ideas' role in the community. While visiting the students engaged in an exercise to encourage them to think more innovatively. Their visit was an introduction to the building and the 100K Ideas' entrepreneurial atmosphere. We look forward to 100K Ideas Winter Experience applicants from Way Academy.

Here at 100K Ideas, we get many different business concepts and pride ourselves in the diversity among them. One of our biggest gratifications is when we are able to support innovators who are taking something to the market that helps our environment. One of our clients, Peter Deppe, has received funding assistance from the Michigan Energy Office (MEO), through a Clean Energy Business Development pilot grant that 100K Ideas was awarded. The grant focuses on helping move ideas forward that save energy in some way.

Peter Deppe and Scott Spitler launched the first pilot for their company KUHMUTE. They were awarded to receive assistance from the MEO Grant. KUHMUTE successfully launched in Flint providing a new form of sustainable transportation, in the form of shared electric scooters, as well as charging hubs for these vehicles. The charging hubs keep the scooters charged and organized. KUHMUTE accessed MEO support to help in product design and deployment of their charging hubs for this pilot program, that intends to relaunch in Spring 2020 in the downtown Flint area and surrounding college campuses. Additional deployments are planned as KUHMUTE continues to grow and expand operations globally.

[www.kuhmute.com/](http://www.kuhmute.com/)

# CLIENTS OF THE MEO GRANT



# HAPPENING AT 100K



## Social Media Workshop

The Social Media Workshop was held on Wednesday, December 4, 2019. This workshop included a presentation about social media, how to use it, the best times to post, tools to use for creating posts, as well as a Q&A at the end. One attendee said, "The most valuable information was learning how to distinguish the differences between social media platforms." A handout was created with a summary of the information presented during the workshop. [Click here](#) to access the handout. Look out for more workshops in the future!



## Eastern Food Bank Community Engagement

100K Ideas was given an amazing opportunity to volunteer at the Eastern Food Bank of Michigan as a part of giving back to our community. Our team rolled up their sleeves, along with other members of the food bank, and spent a few hours sorting food that would be given to those in need this holiday season. We want to thank the Eastern Food Bank of Michigan for consistently making a difference by providing for families.



If you are seeking an opportunity to make a difference throughout the year, there are volunteering options with the Eastern Food Bank of Michigan. [Click here](#) for more information on volunteering opportunities.



Just another day at 100K...



# PROJECT MANAGER CORNER

## Product Packaging Quick Tips

When you first buy a product, what's the first thing you see?

You may not even think about it, but before you reach the actual item, you first notice the packaging. Packaging is more important than entrepreneurs realize. This detail can draw in customers to initially buy something and is typically the description of a product. After someone makes a purchase, the ease of opening the package and overall presentation can make a difference in the buyer's eyes.

Here are some things to consider when packaging YOUR products:

- Be intentional and consistent with branding
- Show your brand experience
- Create brand equity: separate from other brands and focus on differentiation
- Remember: your product cost + brand equity equals the perceived value of your product

Here at 100K Ideas we are able to help our clients navigate this stage of the entrepreneurial process. From Logo Creation to Branding, we offer a number of services to guide our clients towards their packaging needs. If you're interested in learning more, check some of the next step services we offer on our website!

## 100K IDEAS AT EVENTS

### PATHWAYS TO SUCCESS CONFERENCE

FLINT CULTURAL CENTER  
ACADEMY'S MAKER FAIR

ACCELERATE MICHIGAN  
INNOVATION COMPETITION

YOUNG SHARKS PROGRAM

UM FLINT ZILLION SOLUTIONS  
COMPETITION

AMERICAN CANCER SOCIETY -  
MAKING STRIDES AGAINST BREAST  
CANCER WALK

## 100K Metrics

### Idea Categories

**57.9%**  
Products

**30.5%**  
Services

**11.5%**  
Software

### Presented and Progress to date

**485**  
Ideas

**384**  
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: February 13th 5:30pm**

**Where: Genesee Valley Mall**

**3341 S Linden Rd, Flint, MI 48507**

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](http://www.thepitch4k.com)**



## Prize Layout

**1st Place - \$10,000**

**2nd Place - \$5,000**

**3rd Place - \$2,500**



Funded By:



CHARLES STEWART  
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