



# Newsletter



## Working Remotely

This quarter's newsletter is one like never before. Due to COVID-19, we have spent the majority of the past three months working remotely. With our staff working from home, we have found many new ways to communicate with one another and our clients. We spent a significant amount of time brainstorming on finding the best ways for us to continue to follow our mission and provide the same level of service virtually, while still giving back to our community. Fortunately, we ended up coming up with a lot of new fun and informative ideas along the way. While a lot of adaptations had to be made, we are very thankful to have been able to stay open and continue serving our community.

Make sure you continue reading to learn more about what we have been doing, how we adapted to remote working, and learn about the new ideas we came up with during these past few months.

### *Features*

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**TEAM GRADUATES**

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**CLIENT HIGHLIGHTS**

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**CLIENTS OF THE MEO GRANT**

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**YOUTH SCOOP**

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**2020 VIRTUAL SUMMER FELLOWSHIP**

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**HAPPENING AT 100K**

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**100K METRICS**



# TEAM GRADUATES



## Carter

Carter graduated from Mott Community College with an Associates of Business Management and an Associates of General Studies. He will be transferring to the University of Michigan - Flint in the fall to pursue his Bachelors.



## Cortnie

Cortnie graduated from the University of Michigan - Flint with a Bachelors of Business Administration. She majored in International Business and minored in Marketing.



## Paul

Paul graduated from the University of Michigan - Flint with a Bachelors of Fine Arts. He majored in Art and Design with a concentration in Graphic Design.



## Kayla

Kayla graduated from the University of Michigan - Flint with a Bachelors of Business Administration. She majored in Entrepreneurship and Innovation.



## Danielle

Danielle graduated from the University of Michigan - Flint with a Bachelors of Business Administration. She majored in Business Management.

## 100K Ideas in the Media

[Flint entrepreneur aims to improve communication between deaf and hearing communities](#)

[Crain's Detroit Business: 20 in their Twenties - Kiara Tyler](#)

[Flint's new start up "100k Ideas" is expanding entrepreneurial opportunities in Michigan](#)

[You could win up to \\$6,000 in a Idea Pitch Competition series in Flint](#)

[Entrepreneurs could win \\$6K in Flint-based pitch contest](#)

## 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

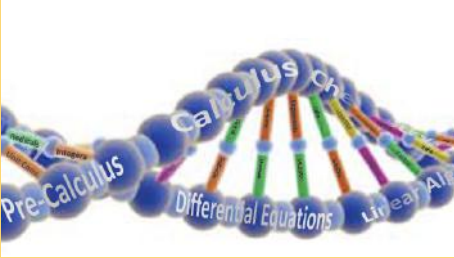
**Virtual Office Hours** are now available!

[Click here to sign up](#)

# CLIENT HIGHLIGHTS

## Neaton Mathematics LLC

Dan Neaton is the founder and CEO of the new tech startup, Neaton Mathematics LLC. They entered the online education market this year after successfully beta testing their Number DNA remedial math software in Flint, Brighton, Ann Arbor and Ypsilanti schools. Their Number DNA software is designed to strengthen pre-algebra math foundations for students, young and old, so they are prepared to succeed at the next level of math. Number DNA is uniquely designed with 3 minute workouts that provide instant feedback and next steps that encourage repetition, so the user can make it to the next level. Click [here](#) to visit their website and read more about their mission. Their goal is to book over \$500,000 in sales this year. You can help by spreading the word and purchasing a subscription for yourself (or student), your favorite math teacher or, even better, your school. For more info, you can also contact 734-904-4884 or send an email to [neatonmath@gmail.com](mailto:neatonmath@gmail.com).



## STEMLETICS

Another entrepreneur, we have had the pleasure of working with is Jonathan Blanchard and his company STEMLETICS. Developed in 2016, STEMLETICS is a revolutionary youth curriculum, that fuses together athletics and education, teaching students STEM concepts, while bringing positivity to the Flint community. Jonathan is currently seeking community partners to expand the reach of the STEMLETICS program in the Genesee County Area. Check out their website [here](#), or their Instagram, [@stemletics](#), for more details on the services they offer.





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, Chad Church, 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.

Chad's company, Greener House, is a new grow house concept using state-of-the-art Organic Transparent Photo Voltaic (OTPV) solar panels. OTPV panels not only generate electricity like a standard solar panel – but also generate an improved light spectrum designed to promote increased crop yields. 100K Ideas has worked with the Chad to refine product platforms based on preliminary Return-on-Investment (ROI) metrics and product design. Since first coming to 100K Ideas, he has constructed a working Greener House prototype and is collecting data on its performance. The Greener House is seeking funding support, continuing product improvements, and is developing potential “commercial” kit packages that can be utilized in urban spaces to address the food desert dilemma. Recently, Chad successfully competed in a pitch competition, winning first place. The funding secured will be used toward expanding the project. Chad's current status includes data collection and seeking funding support/collaboration with investors and/or community partners to address larger regional needs. [Click here to view his website and learn more!](#)

If you are interested in learning more about opportunities under our MEO grant, and seeing if your idea qualifies, schedule an intake appointment with us today!

# CLIENTS OF THE MEO GRANT





# YOUTH SCOOP



100K Ideas was able to have a pretty cool experience for youth engagement this quarter! We love the work we are able to do with youth in our community and were saddened when schools had to begin moving to a fully remote format. Luckily, we still were able to find ways to give back to those in our area and enhance the learning of the students, even from their homes.

100K Ideas dedicated some time to recording multiple book readings for Dye Elementary. Five of our staff members got together and chose books to read, that were uploaded to a online site, giving parents and students of Dye Elementary access to continue to learn and read during this time. Among these recordings was our favorite book Camilla's Lemonade Stand. This book highlights entrepreneurship and innovation. Camilla faces a problem and develops a solution, along with the help of her friends and family. We thoroughly enjoyed this experience and being a part of this virtual opportunity for our youth.



## 2020 Virtual Summer Fellowship

100K Ideas is hosting our 2nd Annual Summer Fellowship, with this year's program being virtual in response to COVID-19. Shifting the program to a virtual platform allowed 100K Ideas to extend the program to more participants, increasing from 5 Fellows last year to 10 this year. While many of the students are local to the Genesee County area, there are a few who reside and attend school out of the state.

The Fellows are in the middle of a five-week internship, that includes a deep dive into the 100K Ideas Binder Process and exploring multiple industries that pertain to the entrepreneurial world. The main component of the Fellowship is immersing the Fellows in thinking critically, while working towards finding solutions that can lead into a business or help improve upon existing solutions. Fellows are also familiarizing themselves with local entrepreneurs and community partners that are key to the entrepreneurial ecosystem here in Flint, MI. Already, the Fellows took a virtual art tour of Flint with the Director of Placemaking and gained new insights on The Charles Stewart Mott Foundation from the Vice President of Programming. To bring the program full circle the Fellows are working with The Whaley's Children Center to provide some always-needed supplies for the youth.

We always look forward to our summer hires and the experience they provide to us. They help make the program better each year!



# HAPPENINGS AT 100K

## Focus Groups

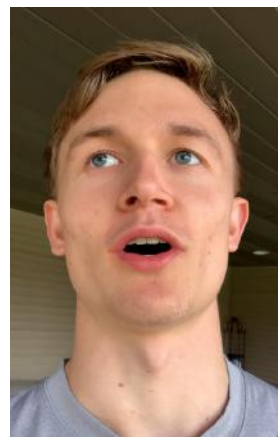
100K Ideas held a series of Focus Groups with our clients this past quarter! The goal of these sessions was to gain insight into the obstacles they had faced over the last few months, especially knowing how hard small businesses had been hit during this pandemic. We sent out surveys before and after the Focus Groups to hear about their challenges and gather feedback on what we could do to help. We had a great turnout and were able to learn some of the challenges small business have been facing. We plan to use their feedback to better address the needs of our clients and our community in the future.

## Virtual Office Hours

100K Ideas is now offering Virtual Office Hours! In the past, we have had office hours available at a hand full of locations in Flint, but have recently gone more virtual to bring the accessibility to everyone. If you're interested in our services, want to know more about us, or just want to talk before scheduling a full intake appointment, our office hours are perfect for this! We are offering them on Wednesday's and Friday's from 9am-3pm, through video chat or phone. Click [here](#) to choose a 30 minute time slot, and talk with us!

## Instagram Takeovers

Starting this May, we launched our 100K Ideas Instagram Takeovers across our social platforms. These takeovers were designed to highlight members of our team, board members, and clients, to show "a day in their life." Using our platforms, they were able to show their businesses, innovations, jobs, tasks, hobbies, and giving insight on how their were coping with the stay at home order. We will be continuing these takeovers throughout the upcoming months to bring more awareness to the many awesome people and businesses in our community. Check out our Instagram, [@100kideas](#), to view all the past takeovers in our story highlights. While there, follow us to make sure you are able see future takeovers as well!



**Just another day at 100K...**

# PROJECT MANAGER CORNER

## THE IMPORTANCE OF ENTREPRENEURSHIP

WRITTEN BY KAYLA LAIRD

This pandemic has brought lots of changes and opportunities along with a slower pace of daily life for many of us. It is important to realize that NOW is the time! While most people see this pandemic as a setback, many entrepreneurs see it as an opportunity. Entrepreneurs THRIVE in these kinds of situations where they can use their ability to take a step back from the real world and see what is needed in order to create new solutions. Although it may be challenging with many roadblocks ahead, I feel that ANYTHING is possible, as long as one is willing to engage the required effort, determination, and focus.

Hi, my name is Kayla Laird and I am a project manager at 100K Ideas as well as the owner and head designer of Queen Netzo Jewelry Co. At Queen Netzo, I specialize in making handmade wire wrapped rings created with real Swarovski® Crystals. Currently, I am 100% stocked up with a variety of rings at Shops On Saginaw in Flint. I realized the COVID-19 virus wasn't going away any time soon, so having hundreds of rings waiting in the shop to be sold wasn't too ideal for me at the moment. During this pandemic, I took it upon myself to create a newly branded website for my jewelry line, Queen Netzo. With that, I also had to get all of the necessary materials and equipment needed to ship my jewelry from home. It has been a crazy roller coaster ride, to say the least, but it has been one of the best decisions I have ever made for this business. If I would have stayed content with where I was, I would still be waiting around for sales in a store that was no longer open to the public. Being an entrepreneur, I have learned that you will always reach roadblocks, but knowing how to look at them from a different angle will change your perspective on everything. Trust me!

From mine to the 100K family, our hearts go out to those impacted by COVID-19. As always, continue to stay safe and try to think outside the box during these times. You got this!!

### ADVICE FOR BEGINNER ENTREPRENEURS:

- follow your passion
- do your research
- invest in learning
- challenge yourself
- add value to other people's lives
- find like-minded people to hang around
- take the risk
- learn from mistakes
- tell your story



## REMOTE METRICS

Since moving remote, we have been tracking our metrics to see how we have been able to continue helping entrepreneurs and innovators virtually.

Here's how we have been doing!

### Metrics since March 20th:

**35**

Ideas

**31**

Assessment

**4**

Next Steps

## Overall 100K Metrics

### Idea Categories

**3.8%**

Food & Hospitality

**58.8%**

Products

**26.8%**

Services

**10.5%**

Software

**7.6%**

Social Impact

### Presented and Progress to Date

**542**

Ideas

**435**

Assessment

**99**

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

100K  
IDEAS

# DESIGN THINKING WORKSHOP

Interested in learning how to use the Design Thinking Process to help with your problem solving? We can help! RSVP to our workshop to learn all about it.

July 16th  
&  
July 21st

6  
PM

FREE  
VIRTUAL  
EVENT



@thepitch4K

# PITCH FOR \$K

IDEA PITCH COMPETITION

**When: August 6th | 5:30pm**

**Where: Virtually**

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)



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