



NEWSLETTER



NEXT STEP BUNDLES

To better serve our clients, 100K Ideas introduced the "Next Step Bundle" option. This is an alternative, flexible option for those seeking to utilize our available next step services such as logo design, CAD Drawings, website design, concept sketches, and more!

So how does the "Next Step Bundle" option work??

- Clients can select up to five next step services for a flat fee of \$100/month.
- As with the current structure, clients will be provided a work order detailing the work to be completed. In addition to the work order, clients will also be provided a project plan outlining a timeline of completion dates for each item.
- Once all the work has been completed, clients have the option to select additional services for the same price or end their agreement.
- Participants of the bundle may cancel their package at any time without penalty.
- Scholarship pricing is available for eligible clients.

If you are interested in learning more about our "Next Step Bundles" reach out to your Project Manager, send a message to hey@100kideas.org, or simply give us a call!

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ADDITIONS TO THE TEAM



ISHA

Meet Isha! She is 100K Ideas' new Industrial Designer. She is studying Industrial Design, as well as Fashion Accessories Design, at the College of Creative Studies. In her free time she enjoys watching film analysis and drawing.



BRANDON

Brandon is our new engineer here at 100K Ideas. He currently attends Mott Community College, majoring in CAD and Design, while minoring in Business and Photography. In his free time he enjoys exercising, woodworking, and making music.

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

100K IDEAS IN THE MEDIA

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

[Pitch For \\$K Idea Pitch Competition goes virtual as entrepreneurs vie for chance to win up to \\$5,000](#)

[How Do You Launch A Business During A Pandemic? 100K Ideas Takes Entrepreneurs From Ideation To Launch](#)

[Students from Flint and Beyond Tackling Environmental Justice Challenges](#)

[Genesee County entrepreneur aims to create a product to prevent smoke inhalation](#)

[How Community Engagement Helps Create a Pipeline for Success - Livestream](#)



THE JOHN L GROUP



CLIENT HIGHLIGHTS

THE JOHN L GROUP

The John L Group, Incorporated is a family-owned and operated company located in Flint, Michigan committed to providing quality work. As a HUBZone Certified company and National Minority Supplier Development Council Member, we offer a level of service that exceeds expectations in the areas of construction, finance, and logistics. Whether it is commercial or government entities, we can effectively design, manage, and execute a multi-level approach to our clients' needs. Learn more about the The John L Group on their website: www.thejohnlgroup.com

"100K Ideas assisted us in creating a high quality brand and marketing portfolio. Their expert advice and timely execution of our marketing materials will help The John L Group establish a strong and sustainable brand."

- The John L Group

THE GOLDEN BALANCE

Ahmad Alzahabi, also known as @TheGoldenBalance, is a content creator focusing on food, nutrition, and promoting a balanced lifestyle. The Golden Balance has grown tremendously over the last couple of months. The Golden Balance can be found across 5 various social media platforms, with super large followings, including Tiktok (2.1 million), Instagram (492K), Twitter (46.3K), Youtube (30.8K), and now at our brand new website; thegoldenbalance.com. If people are looking to contact The Golden Balance team we encourage them to visit our website and fill out the "contact us" form or email us at thegoldenbalance@gmail.com.

We recently released our first merchandise collection called the "Final Product" Collection, after months of development, which can be found on our website. Another project we have been working on is an "around the world series" on TikTok. This new series entails sharing recipes from all over the world in hopes to form a stronger connection with my followers from all over and emphasize how amazing diversity is! We have some additional project ideas in the works that we are finalizing for the next couple of months and are looking forward to sharing!

Follow Ahmad on Tiktok, Instagram, Facebook, & Twitter:
[@thegoldenbalance](https://www.instagram.com/thegoldenbalance)

CLIENTS OF THE MEO GRANT

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, The In-Rush Mitigation Unit, 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.

The In-Rush Mitigation Unit is under development to improve circuitry and minimize the harmful effect of electrical surges (In-rush current) during start-up of large scale electrical devices. The project client leveraged market research support from 100K Ideas, followed by testing and research services to optimize the circuitry in his device. The Michigan Energy Office, through its Clean Energy Business Development pilot grant, provided support for an extensive research study conducted by Kettering University to help move this project along. Next steps are being analyzed to determine the best ways to introduce this technology to the marketplace. It is anticipated that this product will find application in a number of industries utilizing large scale electrical equipment.

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!



YOUTH SCOOP

The National Clean Water Collective included 100K Ideas as part of their 3rd Annual Pen PALs Environmental Justice Youth Forum. The Pen PALs Youth Justice Forum focused on the five areas of environmental justice: water, air pollution, inadequate access to healthy food, inadequate access to transportation, and unsafe homes. The discussion was youth-led and expert panelists helped facilitate the event.

This was the third year 100K Ideas partnered with the National Clean Water Collective. For this year, we offered the winning group an Intake Appointment and Assessment Binder to assist them as they move their idea forward. We are excited to proceed with the Red Team and see how they will continue to build upon their idea. 100K Ideas enjoys being able to collaborate with other organizations and offer our assistance with entrepreneurship and innovation!

If you have any youth-related opportunities regarding entrepreneurship or innovation, feel free to reach out to Vivian Williams, Community Engagement Coordinator. We would be thrilled to connect!

Vivian Williams, vivian@100kideas.org or give us a ring at (810) 213-4720.



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 first of three competitions in August.

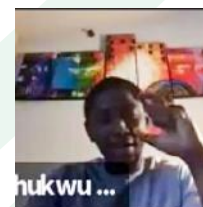
In response to COVID-19, the August 6th competition was held virtually and live-streamed on Facebook for viewers to tune in. For this series of competitions, in addition to the first, second and third place prizes of \$5,000, \$2,500 and \$1,000, respectively, we were also able to give away a People's Choice prize in the amount of \$1,000. This prize was decided exclusively by our viewing audience.

Similar as with 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 Louella Jamerson and her idea "Breath of Life." When discussing her win, Louella stressed the amount of support she received while preparing for the competition. "I felt more confident in applying and submitting my idea. I knew what would be provided for help, [and] was more excited about submitting my idea."

When asked what she would say to those thinking about applying, Louella replied, "Don't eliminate yourself by not trying. If you are selected, you won't have to do this by yourself. There is lots of assistance." Louella plans to use her winning to help develop her product and get it market ready.

Second place was awarded to Madeline Rasberry for her idea "The Stethoscope Light" and third place was awarded to Chad Church for his "Greener House." The winner of our first People's Choice prize was Carl Johnson and his idea "Goodfit Kitchen." The next competition will be held virtually November 12th. Be sure to register to tune in and see who walks away with our top prizes.

Also, be on the look out for additional announcements on future competitions, [click here](#), or follow us on Facebook and Instagram @thepitch4k



HAPPENINGS AT 100K

MONTHLY WORKSHOPS

100K Ideas launched their monthly workshop programming this quarter. Listed below are some details of the workshops we have facilitated so far. We are always open to topic suggestions, so feel free to let us know if there is something you would like to learn more about.

- July: Design Thinking Process, which included tips and tricks on ideation, brainstorming sessions, and productivity.
- August: Marketing, which included marketing facts and tips; when the best days and times to post on social media were; what a Google My Business profile is and how to sign up for one; and how to fully use Instagram and Facebook.
- September: Retail, this presentation focused on Brick & Mortar vs eCommerce stores; retail start-up costs; three of the main legal structures and their differences; inventory management terms; and comparing two types of production processes.

Next Workshop: Food and Beverage presented by MaMang owner, Tony Vu



COMMUNITY BARRIERS

100K Ideas has launched a Community Barriers Assessment. This assessment is designed to hear directly from Flint residents on what they feel are barriers to entrepreneurship. The goal is to identify where there are resource and knowledge gaps for those interested in or currently pursuing entrepreneurship. From the responses, 100K Ideas will work to address the concerns that were raised. If you are interested in participating in the Community Barriers Assessment, please complete the survey using this [link](#). We look forward to hearing from you!



COMMUNITY ENGAGEMENT

100K Ideas was excited to join the Flint City Litter Killers for a park cleanup at Longway Park on September 27th! We joined community volunteers, along with local organizations such as the Porch Project. Lawn tools and other supplies were provided by Tough Cuts, a local Flint lawn care business. Thank you to Flint City Litter Killers for having us!

In addition to the clean-up, we also spent time at the Flint's Farmers Market meeting community members and informing them about 100K Ideas. Look out for us at the Market again next month on Saturday, October 10th @ 11:00-2:00PM. Be sure to stop by and say hi!



THANK YOU

We just wanted to take some time to say THANK YOU. Thank you to our clients, community partners, and supporters. Your continued engagement, especially during this time, is beyond appreciated and never taken for granted! We look forward to continue serving you as we get through this time.

JUST ANOTHER DAY AT 100K...

PROJECT MANAGER CORNER

CUSTOMER SERVICE

WRITTEN BY ALEXIS DAMOUNI

As a project manager here at 100K ideas, I would like to discuss what customer service is and some tips and tricks. My father, an ongoing businessman, once told me, “It takes months to find a customer, but it takes seconds to lose one.” Those words have stuck with me.

A few things to remember when practicing good Customer Service:

- Provide clear communication, treat others with respect and remain consistent
- Bad news first, good news last
- Do not be afraid to say “ I do not know,” but follow up with alternatives
- Follow up on solved problems
- Make sure you are creating a positive customer service community
- Most importantly show your customers you are human and make mistakes

Each and every person who works with customers encounter difficult ones every now and again. Unfortunately, delivering bad news to a client is not everyone's strong suit. When giving bad news to a customer, you should always be upfront with them. Customer service is more than providing bad news, it is meeting the customer where they are. Showing them all of the available options because you are ideally providing a solution to their problem/s. It is also about making sure they know you, as the entrepreneur/business owner, gave it your best effort. As always, being professional at all times in the workplace makes you a great team player and leader.

OPEN & SERVING

100K Ideas is open and serving those in our community! We have recently moved back into the office and even revamped our space with a new desk. Make sure to continue to come in, see us, and reach out with your ideas!



OVERALL 100K METRICS

IDEA CATEGORIES

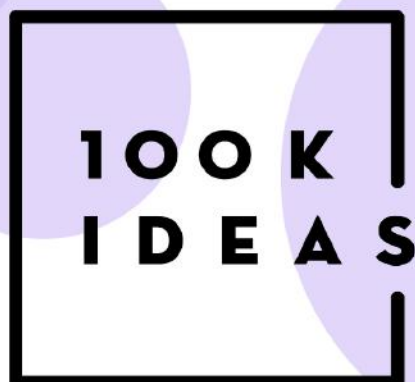


PRESENTED AND PROGRESS TO DATE



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



FOOD & BEVERAGE WORKSHOP

with guest speaker, Tony Vu

Interested in learning more about business and entrepreneurship in the food and beverage industry? We can help! RSVP to our workshop to learn all about it.

WED
October
14th

6
PM

FREE
VIRTUAL
EVENT

PITCH FOR \$K

IDEA PITCH
COMPETITION

When: November 12th

Where: Virtual

Get your tickets via Eventbrite!

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

1st Place	\$5,000
2nd Place	\$2,500
3rd Place	\$1,000
People's Choice	\$1,000

For more information, visit: www.thepitch4k.com



FUNDED BY:



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DEVELOPMENT CORPORATION