



NEWSLETTER



FLINT ART WALK

100K Ideas hosted the 2021 September Art Walk at the Ferris Wheel! Our team was able to put on a successful night offering food and drinks, raffles, and tabling for this event. We featured art by local artist Pauly M. Everett, as well as, showcased work by 100K Ideas staff members Madison Zarembo, Anna Church, and Paul Zehnder.

We featured some of our past clients in the event, as well. Elations Health and J Nicole Customs both tabled the event to talk about their businesses and provide items visitors could purchase. Elle Jae Essentials and Blueline Donuts provided baskets that were raffled off to those who attended the event.

Thank you to everyone who came, contributed, and supported this event. Make sure to check out Flint Art Walk in the future!

Keep reading this newsletter to see the latest additions to our team, a few client highlights, recent happenings, and more!

Features

TEAM ADDITIONS

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**PROJECT MANAGER
CORNER**

100K METRICS

ADDITIONS TO THE TEAM



ALEX

Alex is our new Industrial Designer here at 100K. He attends the College for Creative Studies, and is a senior studying Product Design. He has a twin brother, enjoys drawing, watching movies, and kayaking.



BEN

Ben is our new engineer at 100K Ideas. He is currently going into his sophomore year at Mott Community College, studying CAD and Design. In his free time he enjoys woodworking, metalworking, and working on cars.

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

LatinX Technology & Community Center
2101 Lewis St. Flint, MI 48506
Tuesday's: 12:00pm - 5:30pm

The Flint Development Center
4121 Martin Luther King Ave. Flint, MI 48505
Wednesday's: 9:30am - 3:30pm

Berston Field House
3300 Saginaw St. Flint, MI 48505
Thursday's: 10:30am - 5:30pm

Virtual Office Hours are still available!
[Click here](#) to sign up

100K & CLIENTS IN THE MEDIA



Little Suga's takes top prize
at competition for Flint
entrepreneurs



FACES of Flint & Genesee
Business: Brandee Cooke-
Brown, 100K Ideas

CLIENT HIGHLIGHTS

J. NICOLE CUSTOMS



J. NICOLE CUSTOM LLC

All Natural Haircare

Hi, I'm Jalondria Dhrubo. Owner and operator of J. Nicole Custom, I'm a licensed cosmetologist here in Flint, Mi specializing in natural hair and protective styling. My main goal is to teach haircare and maintenance to my clients. Being natural isn't for the weak and I'm here to help assist you along your journey, to help maintain the integrity of your hair with some good tlc. Creating and always thinking of ways to bring the healthiest hair foods to a salon near you. The past few months I've been focusing on the launch of my newest business, Revive Roots LLC. Bringing life to and restoring the consciousness of our hair through our roots. I have so many things planned, as far as free workshops, webinar's, festivals and etc for the city of Flint!! I'm also keeping busy with building my YouTube platform where I give new hairstylist & students tips on building a small business, gaining clientele and some tea on the overall beauty industry. I aspire to inspire and be the reminder to do it! Go for whatever it is you want! Envision it & believe it because everything you want you can have.

You can find me on all social media (Facebook, Instagram & YouTube) at J. Nicole Custom. I'm always active as possible and love speaking with new and returning clients. If you're on Tik Tok, feel free to give me a follow there at @Jalondria for my fun 60 seconds "Day In The Life Of a Hairstylist" series.

FLIPSITY LLC

Flipsity is an app development company made by 100K's own Carter Holmes. Carter came through the 100K process in January 2020 for his app idea, and he has now officially launched it on the App Store as of August of 2021.

The Flipsity app is a location-based social platform that allows its users to post photos or captions that stay active for 24 hours. It's location and location-boosting features make it unique compared to others, allowing you to see everything that is happening within your community!

Carter doesn't want the Flipsity company to be a "one-app-wonder", and he wants to help others who are on their app creation journeys as well. Eventually, Flipsity LLC will be an app development resource for everyone, whether it's simply for advice or for actually creating an app.

Make sure to check out www.flipsity.com or @flip.sity on Instagram to learn more about this app and download it for yourself!



YOUTH SCOOP



This past July, 100K Ideas was invited to read aloud as part of the Flint Freedom School Collaborative Program. We enjoyed our time reading to their youth group "Imagination Like Mine" by Latashia M. Perry. This was the perfect book to inspire the students and help them be more comfortable with expression. This book addresses self-confidence and looking at the world from different perspectives. 100K Ideas is honored to have the opportunity to read aloud and we enjoy the critical thinking conversations that follow. Thank you again Flint Freedom School Collaborative.

The 2021-2022 High School Experience is launching in October. In collaboration with 6 local high schools, students will have the opportunity to work alongside 100K Ideas' student professionals, participate in site visits, hear from Flint's entrepreneurial ecosystem partners and guest speakers. They will also visit entrepreneurial support organizations such as Factory Two and Lawrence Tech University's Centropolis Accelerator, and complete a group project. The program is ideal for students who enjoy problem solving, working in teams, and interested in building their critical thinking skills. The program has been extended from 4-6 weeks to a 9-months long program. We are excited to offer the High School Experience to local 11th graders.





PITCH FOR \$K



In partnership with the Flint & Genesee Chamber of Commerce, 100K Ideas launched the 3rd year of the Pitch For \$K - Idea Pitch Competition. This was made possible with the generous support of the Charles Stewart Mott Foundation. In addition, we added NorthGate, FlintPrints, and the Hagerman Foundation Fund of the Community Foundation of Greater Flint as supporters of the competition.

The first competition of this year's series was held on August 5th at the Ferris Wheel and live-streamed on Facebook for viewers to tune in. In addition to the first, second, and third-place prizes of \$5,000, \$2,500, and \$1,000, respectively, a People's Choice prize in the amount of \$1,000 is also awarded to a lucky participant by the in-person and viewing audience.

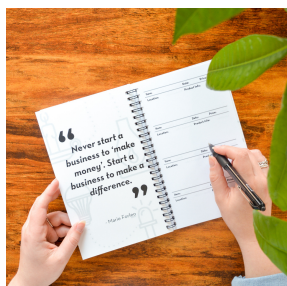
Seven finalists were selected to participate in the event. In preparation for the competition, they were paired with mentors and provided a pitch clinic, facilitated by the University of Michigan Flint's Office of Economic Development. Walking away with the top prize of \$5,000 was Jazmane Sisco, with her bakery business "Little Suga's". Second place was awarded to Jake Kendall for "K & B Party Rental," along with the People's Choice prize. Third place was awarded to Danen Williams for his idea to reopen "Pirate's Park".

Submissions are now open for the next Pitch For \$K competition scheduled for January 20, 2022. To apply and/or learn more, visit thepitch4k.com for all the latest information about this competition. Also, be on the lookout for additional announcements by following us on Facebook and Instagram @thepitch4k.

HAPPENINGS AT 100K

MONTHLY WORKSHOPS

100K Ideas held three workshops this past quarter. We facilitated a Pitch Deck Workshop presented by UM-Flint Office of Economic Development, a Social Enterprise Workshop presented by SIPI, and a Financial Management Workshop presented by Huntington Bank. All three were a major success, thank you to all our guest speakers and those who attended!

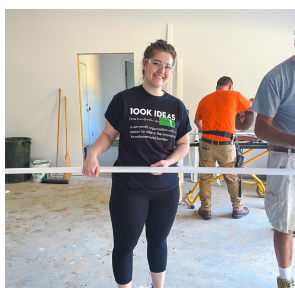


MERCHANDISE LAUNCH

100K Ideas launched a merchandise line! We are starting with three items that include a tumbler, t-shirt, and an entrepreneurial journal. These items will be available at Shops on Saginaw, located at the Dryden Building, for purchase.

THE PORCH PROJECT

As part of the 2021 Summer Fellowship, the Fellows volunteered with the Porch Project. The Porch Project is a resident-led, neighborhood beautification initiative focused on exterior home improvements of occupied dwellings. The Porch Project works with residents to beautify and provide external home improvements. The students helped with canvassing the neighborhood and painting/staining porches.



HABITAT FOR HUMANITY

During September, some of the 100K Ideas team worked with the Genesee County Habitat for Humanity! They learned life skills and worked helping to trim doors, windows, and baseboards of a newly built home during this opportunity. We appreciate Habitat for this opportunity and all the work they do within our community.

IN THE BEGINNING, FIRST WARD PROJECT

In the Beginning, 1st Ward Project (ITB) has partnered with 100K Ideas to provide 101 workshops informing residents of the services and resources offered by 100K Ideas. ITB has canvassed and distributed flyers to each ward. We appreciate the opportunity to collaborate with organizations to help spread word about our work and the time to connect with the community to encourage innovation.



JUST ANOTHER DAY AT 100K...

PROJECT MANAGER CORNER

APP DEVELOPMENT

WRITTEN BY CARTER HOLMES

Just about everyone has an app idea, but how do you actually get them made? Depending on the app, it could take months or maybe even years. Whatever you and your business are creating, there are commonly three different routes entrepreneurs take when developing their app.

USING A COMPANY

This path will probably have the biggest impact on your wallet, but there are still lots of benefits.

Benefits:

- Retain equity
- Professional resources

Disadvantages:

- Large costs (commonly \$20,000 and up)
- Lack of creative control

FINDING A FREELANCER OR PARTNER

These two titles come with different agreements and responsibilities, but generally they share the same disadvantages.

Benefits:

- Lots of creative control (normally)
- Lower cost as compared to companies

Disadvantages:

- Potential loss of equity
- Potential lack of professionalism

DEVELOPING IT YOURSELF

There are plenty of resources including React Native, Angular, Firebase, and AWS that make the process easy enough for anyone to pick up. With this option, though, there are still benefits and disadvantages to take into account.

Benefits:

- Retain equity
- Full creative control
- No labor cost (other than time)

Disadvantages:

- Learning curve
- Long development time

Every business owner and entrepreneur goes through different journeys, it all starts with an idea. From there, it's up to you to decide what's best for you and your business.

GETTING INVOLVED

Interested in get involved with 100K Ideas? We have a few different ways you are able to!

Volunteer

Join our team of volunteers and help assist with 100K Ideas events, programs, projects, and more!

[APPLY](#)

Donate

Any donations given to 100K Ideas are greatly appreciated and put to good use. Thank you for the support!

[DONATE](#)

Join Our Circle of Friends

Comprised of members who are experts in their industry, you can join and help bring 100K Ideas clients bring their ideas to market by working with our student staff.

[APPLY](#)

OVERALL 100K METRICS

IDEA CATEGORIES

5%
FOOD & HOSPITALITY

42%
PRODUCTS

32%
SERVICES

10%
SOFTWARE

10%
SOCIAL IMPACT

PRESENTED AND PROGRESS TO DATE

698
IDEAS

512
ASSESSMENT

142
NEXT STEPS

100K Ideas categorizes presented ideas into five categories: products, services, food & hospitality, social impact, and 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 the 100K Ideas Eventbrite!

100K
IDEAS

FREELANCE WORKSHOP

w/ guest speaker Dorelle from Brock Visual

This workshop will welcome you to the world of freelance with a hint of creative thinking. Join the discussion in identifying effective practices for entering the freelance world. Business acumen, customer interaction, and outside the box thinking are just a few topics that are going to be covered that will help you enter the world of selling your services and utilizing your talents.

Oct 12th | 12:00pm

Oct 14th | 5:30pm

FREE
VIRTUAL
EVENT

Register on the 100K Ideas Eventbrite!

100K
IDEAS

INSURANCE 101 WORKSHOP

w/ guest speakers from Peabody Insurance

Join us for a 1 hour "class" as we explore the different insurance policies for Small Business. In 60 minutes, we will review Commercial Property Insurance, General Liability Insurance, Employee Practice Liability, Workers Compensation, Cyber Liability, Commercial Auto and Umbrella coverage. The goal of this event is to better help business owners understand their risk and appropriately transfer the business risk to the insurance company.

Nov 9th | 12:00pm

Nov 11th | 5:30pm

FREE
VIRTUAL
EVENT

PRESENTING SPONSOR:



CHARLES STEWART
MOTT FOUNDATION



IDEA PITCH
COMPETITION

@thepitch4k



SUBMISSIONS ARE OPEN NOW!

www.thepitch4k.com

January 20th | 5:30 pm

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!

For more information, visit:

www.thepitch4k.com

Prize Layout:

1st Place - \$5,000

2nd Place - \$2,500

3rd Place - \$1,000

People's Choice - \$1,000

