



NEWSLETTER



OFFICE HOURS INNOVATION GRANT

100K Ideas recently launched our Office Hours Innovation Grant this past fall season. In partnership with the Ruth Mott Foundation, we are providing 10 innovators with the opportunity to be awarded \$1,000 to help further their up and coming businesses. So far, we have had the ability to award four innovators this grant:

- Jonathan Blanchard | STEMLETICS
- Kasey Calvert | Hidden Gems Institute
- Harvey | Harvest Theatre Company
- Abony Person | Positive Energy Clothing

We will be awarding six more qualifying participants each month until this upcoming March. To see more details, and apply yourself, visit our website [here!](#)

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

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ADDITIONS TO THE TEAM



MARQUONDA

Marquonda is a new project manager here at 100K Ideas. She is currently pursuing my MBA at the University of Michigan-Flint. However, in her free time, she loves traveling, shopping, and listening to music.



NEENA

She is another new PM on the 100K team. Neena finished her Bachelors in Community Development in May '21, and is currently working on her MSA in Project Management, all through Central Michigan University. She enjoys community service, photography, and reading.



EMILIO

Emilio is another new project manager here at 100K Ideas. He is currently attending Kettering University and studying Business Management. In his free time he enjoys football, spending time with friends, and working out.



BRIE

Brie is a new graphic designer on our team! She attends the University of Michigan - Flint and is studying graphic design. In her freetime, she enjoys camping, traveling, and having family game nights.



LYDIA

She is a new Project Manager on the 100K Ideas team. She is currently attending the University of Michigan - Flint, majoring in Communications and minoring in Business Cognate. In her free time she loves to travel, explore the outdoors, and hangout with friends and family.

100K IDEAS IN THE MEDIA



This innovation center 'is a 10 out of 10' for aspiring entrepreneurs



New youth program in Flint aims to transform mindsets and empower communities



Flint networking series connects entrepreneurs with venture capitalists

CLIENT HIGHLIGHTS

HIDDEN GEMS INSTITUTE



The Hidden Gems Institute of Instrumental Music and Fine arts looks to provide programming that offers a wide array of educational and socioemotional building activities through the art of music. We seek to explore every avenue of youth development while creating a safe space for artistry. One of the purposes of this non profit organization is to also preserve and to provide support for Historically Black Colleges and Universities(HBCU) and to bring the city of Flint and surrounding areas an HBCU like experience that will bridge generational gaps and ultimately create a thriving community that embraces art, higher education and community service. Thanks to 100k Ideas and the office hours innovation grant we are on the fast track to obtaining 501(c)(3) status. You can follow us via social media at Hidden Gems Institute.

- Mr. Kasey Calvert, Founder

NUPTIVITES INC.

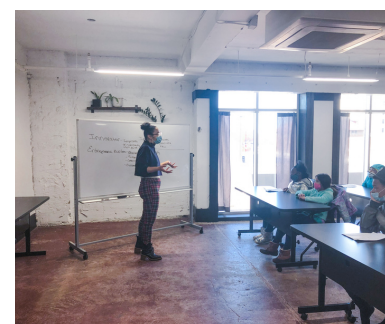


Nuptivites Inc is a wedding websites provider. Although an old concept here in the US, it is a considerably new concept in India, where only the top echelons of the society are willing and able to make their wedding websites. Nuptivites wants to make it more main stream and we do this by providing three pricing tiers for our clients. Due to the multi-cultural attributes of India, we have introduced multi-lingual capabilities for our clients to create their websites. Currently, there is support for 16 regional languages from Arabic, Hindi to Sinhalese. This will enable a large demographic to reduce the printing of wedding stationary and instead provide invitations via their personalized space on the web. After we gain some traction in India, we are hoping to launch in North America (Canada, USA and Mexico) and are working on ideas to make the process more streamlined for our clients. Again, the idea of wedding websites is quite old in North America, so we want to do something different. We want to include 100K Ideas and their amazing staff in that phase of our development as well.

You can find us at www.nuptivites.in or our Instagram page @nuptivitesinc. We hope to see you there.



YOUTH SCOOP



This fall, a group from GearUp2Grow visited the Ferris Wheel to learn more about 100K Ideas and the concept of a co-working space. GearUp2Grow is located in Flint, Michigan and is a branch of the GearUp2Lead program. The group of students range from fourth to eighth grade and are provided with a new form of learning. The "micro-school" encourages project-based learning, incorporation of multiple learning styles, and an importance of community.

During the visit, the students were able to go on a tour of the building, meet the 100K Ideas team, and learn about entrepreneurship. The students engaged in several activities to activate the entrepreneurial mindset. We presented them with a problem solving tree, which gave a visual of problem, solution, and causes. Students were able to present their ideas, all being excellent and conveying importance. The ideas ranged from social impact for the Flint community to products that make daily tasks achievable. Besides the activities, the students listened to a panel put on by select 100K student staff. The panel included Madison and Brie, Graphic Designers, and Anna, Program Admin. Each were able to speak on their roles and experience at 100K, plus answer multiple questions prepared by the students. The youth were extremely engaged and seemed to enjoy their time. To provide a living example of entrepreneurship, we concluded by touring the Shops on Saginaw. The students were able to see the space that houses entrepreneurs at multiple levels of experience. The students seemed to enjoy their visit to downtown Flint.



CLIENT STORYTELLING

100K Ideas is honored and excited to share our new storytelling segment with you! Featuring three of our past clients, this quarterly video segment discusses topics about community, small business, entrepreneurship, and more, as they deep dive into their entrepreneurial journeys, giving insight into how they turned their ideas into full blown realities. We hope you enjoy the video and are excited for more in the future. Special thank you to all of our sponsors, funders, and contributors to this project. We could not do it without any of you. Stay tuned for more details on these clients in an upcoming article with Flintside News!

[WATCH HERE](#)



HAPPENINGS AT 100K

MONTHLY WORKSHOPS

100K Ideas held three workshops this past quarter. We facilitated a Freelance Workshop presented by Brock Visual, a Business Insurance Workshop presented by Peabody Insurance, and a Social Media Workshop presented by 100K Ideas' Marketing Specialist, Paul Zehnder. All three were a major success, thank you to all our guest speakers and those who attended!

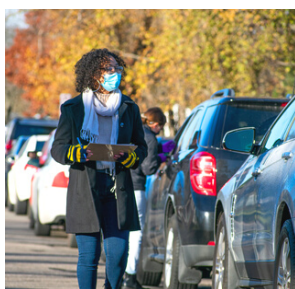


BEDROCK HALLOWEEN

100K Ideas was so happy to be a part of the annual BEDROCK Halloween for the second year in a row! We had a great time passing out candy to the kids, as well as providing info about 100K Ideas to the parents, for this event.

PROBLEM SOLVING SUMMIT

On October 20th, several of the Flint entrepreneurial ecosystem partners gathered to participate in GISD's first Problem Solving Summit. The 100K Ideas team led the students through problem solving activities. The high school students heard from and met with five different entrepreneurs and were presented with a problem the business owner is facing. One being 100K Ideas own, Carter Holmes, presenting his new app Flipsity. Both the students and local entrepreneurs gained from this experience.



CHANGEMAKERS GIVEAWAY

100K Ideas' staff volunteered with the National Clean Water Collective for a food and water distribution. The drive took place at the Hasselbring Senior Center. We assisted with serving over 50 families. This was a great experience connecting with the community and providing food items for the holiday season. Photo: Plain Air Photography.

COFFEE & CONVERSATIONS

We helped host, partnership with the City of Flint, the first Coffee & Conversations Event and it was a major success! This event provided local entrepreneurs, innovators, and small businesses the opportunity to network, connect, and share their stories. We plan to host many more in the future, so make sure to stay tuned on our socials so you don't miss out!



JUST ANOTHER DAY AT 100K...

A top-down view of a wooden desk. On the left, a silver laptop is open, displaying a Tumblr page. A hand is visible typing on the keyboard. To the right of the laptop is a white smartphone. Further right is a white coffee cup with a latte on a saucer. In the background, there's a magazine titled 'HYPBEAST' and 'HIGHSNOBIETY'. A pencil and a pen are also visible on the desk.

STUDENT STAFF SECTION

LOW FIDELITY MOCK-UPS

WRITTEN BY ALEX WEBER

There is a lot that goes into bringing a product to a consumer market. After you have your idea you want to pursue, you are led to concept ideation where you sketch out your idea and how it will look. Sketching the design of your product is great but you can't get a full grasp on how your product will look in reality, that is where creating physical mock ups come in. Low fidelity (Low-Fi) mockups are a great way to start this process. When making Low-Fi mockups, you may realise that your sketches aren't going to translate into a physical form the way you envisioned. Parts may be misaligned, areas may be too big or too small, or touch points may need more refining to fit your consumer. Since these mockups aren't final, it is important to keep costs low. Using cheap materials like cardboard, foamcore, poster board or even clay are great ways to go. Assembling them with tape or hot glue are the most effective ways to assemble these mockups. Drawing the outline of the parts of your product onto your material, cutting them out, and assembling them is the best way to build them. After seeing how your mock-up looks, improvements can be made to better the design to better suit the problems you are trying to solve. You can repeat the process as many times as needed until you are happy with your design and are ready to move into the next phase of your design.

RESOURCE REPOSITORY



Register on the 100K Ideas Eventbrite!

100K IDEAS

BRANDING WORKSHOP

w/ guest speaker Hien Lam

This workshop will cover a framework used at Huck Finch to develop a cohesive and clear brand position that's unique. To help make the position stand out, the framework utilizes Messaging Pillars that shape the marketing and messaging a brand can use to establish its positioning. The workshop will also include an exercise to get participants started on defining their brand positioning.

JAN 10 12:00pm - 5:30pm **FREE VIRTUAL EVENT**

[LEARN MORE!](#)



PRESENTING SPONSOR: **PITCH FOR \$K** IDEA PITCH COMPETITION @thepitch4k

GET YOUR TICKETS VIA EVENTBRITE!
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

100K IDEAS

[LEARN MORE!](#)



Register on our Facebook event

100K IDEAS

RESUME BUILDING/ NETWORKING WORKSHOP

With guest speaker Antonio Riggs

Antonio Riggs is the Career Planning Counselor at UM-Flint School of Management. He coordinates the business internship program and career development requirement. With over 10 years of experience in related to career services to complement his experience Antonio completed additional training to be a career service provider and global career development facilitator. Antonio is a graduate of Saginaw Valley State University receiving an Ed.S, MA and BBA. For the program we will be discussing how to develop a resume, format information, and market yourself through networking.

FEB 9TH 12:30pm - 5:30pm **FREE VIRTUAL EVENT**

[LEARN MORE!](#)

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

GETTING INVOLVED

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

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



PRESENTED AND PROGRESS TO DATE



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.