



# NEWSLETTER



## SHOP FLINT, MI

In partnership with Shop Where I Live and the City of Flint, we have launched our Shop Flint, MI online storefront. Hosting small businesses here in Flint, this growing platform allows you to shop from local entrepreneurs, helping support the innovation of our community.

If you, or someone you know, is a Flint based business that is ready to sell, reach out to our Operations Assistant, Carter (carter@100kideas.org), to learn more and join the site.

We are excited for the launch of this online space and excited to see it continue to grow. Make sure you check it out and shop yourself!

[SHOP HERE](#)

Keep reading this newsletter to see the latest news updates, our client storytelling video, recent happenings, and more!

## *Features*

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**MEDIA**

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**PITCH FOR \$K**

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**HAPPENING AT 100K**

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**STUDENT STAFF  
SECTION**

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**RESOURCE  
REPOSITORY**

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**100K METRICS**

# 100K IDEAS IN THE MEDIA



Brandee Cooke of 100K Ideas discusses community building in Flint at TEDxDetroit 2021



Shifting your mindset from Great Resignation to Great Reinvention



100K Ideas receives \$35,000 grant from The Consumers Energy Foundation



Flint entrepreneur seeks patent after winning pitch competition



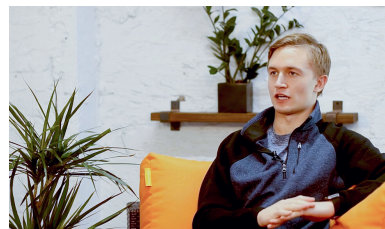
100K Ideas presents storytelling series that highlights innovative Flint businesses



City of Flint and 100K Ideas partner to launch new online storefront for small businesses

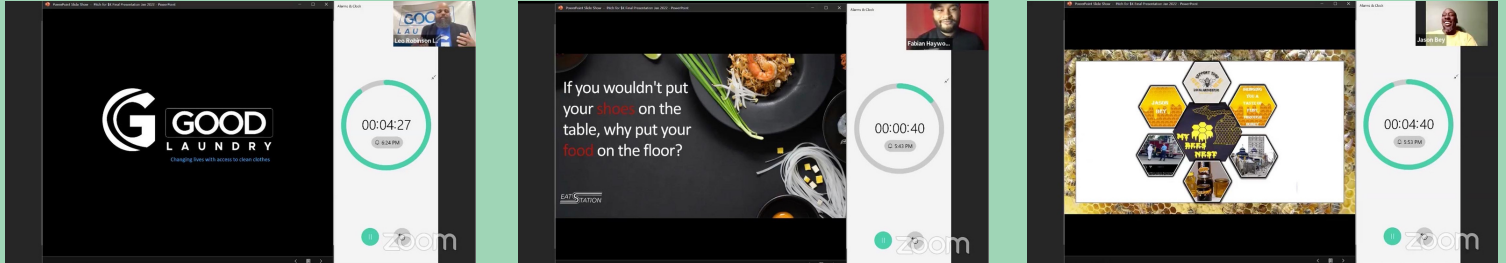


'Shop Flint' virtual storefront launches for city's small businesses



100K Ideas highlights three Flint entrepreneurs in second episode of storytelling series

# 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 January 20th 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.

Six 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 and People's Choice of \$1,000 was Fabian Haywood's "Eat Station". Second place was awarded to Jeffrey Carey for "Think Tank Brewery,". Third place was awarded to Jason Bey for "My Bees' Nest LLC".

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](http://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.



# YOUTH SCOOP



School visits are in full swing here at 100K Ideas. We have had eight schools visit the Ferris Wheel Building this winter: Atherton Jr. High, Linden, Lake Fenton, Fenton, Bendle, Bentley, Hamady, Madison Academy, and Goodrich High School. All groups came to 100K Ideas for a deeper dive into entrepreneurship and innovation. Many of the students were not familiar with the organization and learned how 100K Ideas serves as a resource for entrepreneurs or those that may not know whether their idea can be a business.

The students began the day with hearing from the Student-Staff Members. This allowed the high school students to see College Students apply their learned skills into practice. The 100K Ideas' Staff then led the high schoolers through a fun ice breaker. The High Schoolers followed the ice breaker with a Branding Activity. The objective was to create a Brand Vision Board. The students that did not have a business idea to base their vision board off of were encouraged to create a Personal Brand Board.

The session concluded with sharing their boards and a visit to the Shops on Saginaw. The students enjoyed hearing about 100K Ideas' Clients and learning about the process of how to start a business. The focus of this engagement was to make the students feel empowered. We hope this will help determine what makes them stand out, along with what they stand for. This process will aid them in understanding the meaning of their brand.





## CLIENT STORYTELLING

100K Ideas is excited to share our next storytelling segment with you! Featuring three of our past clients, this new episode showcases more local innovators we have had the pleasure to help assist. Our clients deep dive into their entrepreneurial journeys, giving insight into how they turned their ideas into reality. Check out this months features who include:

Carter Holmes | Flipsity LLC

Jazmane Sisco | Little Sugars

Jonathan Blanchard | STEMLETICS

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 Financial Literacy Workshop presented by Huntington Bank. All three were a major success, thank you to all our guest speakers and those who attended!



How to turn your  
**HOBBY**  
into a  
**BUSINESS**

## TURNING A HOBBY INTO A BUSINESS

100K Ideas partnered with Community Navigator Pilot Program to host a workshop on how your hobby could make you money. This workshop was lead by 100K Ideas' Executive Director, Brandee Cooke Brown. We are happy to be a part of this program and all it will provide in the near future.

## YOUTH PITCH CLINIC WITH GISD

100K Ideas attended a Virtual Pitch Clinic with Genesee Intermediate School District (GISD). 100K Ideas participated as pitch coaches along with three other community members. One student was assigned to a breakout room with a pitch coach, to receive guidance in the preparation of their pitch delivery. The event was quick but the value of the opportunity, early-on experience, and exercised skills was apparent.



## EASTERN MICHIGAN FOOD BANK

Early in February, some of our 100K staff went and volunteered at the Eastern Michigan Food Bank. We found so much joy having this opportunity to give back to our community, helping sort food that will be given to those in need. In total, we sorted over 12,000 lbs of food for those in need!

## BASE CAMP CHALLENGE CENTER

Our staff got together, professional development, for a team building experience participating in a multitude of team building activities at Base Camp Challenge Center! We all had a great time bonding and navigating all the activities we were given. We are excited to have more opportunities like this in the future!



# JUST ANOTHER DAY AT 100K...



# STUDENT STAFF SECTION

## WORK/LIFE BALANCE

WRITTEN BY BRIE POLEHNA

Throughout our lives, we may find ourselves with multiple things on our plates. Whether it be school, work, personal goals/projects, etc., it can be a struggle to find a good balance. Here are a few things you can do to acquire a healthy work and life balance.

### **SCHEDULING/PLANNING**

One way to help find balance is by creating a schedule. I personally like to start by reviewing all my tasks for the day and putting them in order. This allows you to see what dates and times you are free clearly as well as prepare properly for each task/event. This can visually allow you to see open slots in your schedule to give yourself a mental break and take time for yourself. By breaking down your schedule and seeing how much time you really have, it makes it easier to start the planning process.

### **PRIORITIZING TASKS**

One way to help with prioritizing your workload is to simply start out with a to-do list. Take each of your tasks/projects for the day or week and list them by the level of importance or urgency. This can help with staying on top of what's most pressing and help keep your focus. That is how I prioritize my work. Taking and breaking down and showing visually the order in which you need to get things done is very helpful. I also like the satisfaction of crossing off things when I complete them.

### **UNPLUGGING**

Unplugging from your work life is important, it allows you time to recover from the day and take time for yourself. One thing to make sure you unplug from are your emails. Don't check your work emails when you are not on the clock and or in the office. Doing so will allow time for yourself and help with your separate work/home mindset and keeping it healthy. Another thing you can unplug from is work-related projects outside of work and on the weekends. Similar to emails, take the time to unplug/unwind from work things when you are not at work. Unplug when it is necessary and take that time for you to unwind.

# RESOURCE REPOSITORY







Register on the 100K Ideas Eventbrite!

**100K IDEAS**

**FINANCIAL & CREDIT READINESS WORKSHOP**

w/ guest speakers from Metro Community Development

Starting and managing a business takes a lot of work and requires a lot of steps. But one step entrepreneurs often miss is how their personal credit and financial management can impact their business's ability to obtain financing. In this workshop, we will explore what lenders will look at when you apply for a business loan and how you can start preparing now instead of when the need is urgent.

**APRIL 12** 12:00pm - 5:30pm **FREE VIRTUAL EVENT**

**LEARN MORE!**







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

GET YOUR TICKETS VIA EVENTBRITE!  
www.eventbrite.com/o/100k-ideas-team-16669806503

May 11th | Virtual Event | 11 am

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









**LEARN MORE!**







Register on the 100K Ideas Eventbrite!

**100K IDEAS**

**HOW TO TURN YOUR HOBBY INTO A BUSINESS WORKSHOP**

Have you ever wondered if your hobby could make you money? Well, 100K Ideas will be hosting this session to discuss just how to do this. Register for the event and learn how to make money using your hobby!

**MAY 18** 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: 10:30pm - 3:00pm

**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

**6%**  
FOOD & HOSPITALITY

**39%**  
PRODUCTS

**33%**  
SERVICES

**11%**  
SOFTWARE

**11%**  
SOCIAL IMPACT

## PRESENTED AND PROGRESS TO DATE

**764**  
IDEAS

**561**  
ASSESSMENT

**154**  
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.