

ANNUAL REPORT

2021



#FlintFwd
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THE FERRIS WHEEL
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Flint City T-Shirts



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LETTER FROM OUR DIRECTOR

Like many, our plans for 2021 were impacted significantly by the continuation of the COVID-19 pandemic. While we had to maintain a level of flexibility and even modify/cancel some plans, we kept the innovative spirit of our organization alive. Through the launch of new initiatives and the return of some existing ones, we are incredibly proud of the work that was accomplished last year.

2021 was the first year of our three-year strategic plan, a new endeavor for our organization. We want to thank our community partners and board members for being active participants in this process. The strategic plan, as you will see in this report, reiterates our focus on the city of Flint and supporting our student workforce. The goals and objectives of the plan primarily aim to increase our community engagement and ensure we are providing a well-rounded experience for our student staff team members. All of which is centered around our mission of ensuring we are truly providing equitable access to entrepreneurship for our community. With the effects of COVID-19 impacting our progress on some of our goals, I am excited to show how we were able to accomplish most of what we set out to do this first year.

Some examples of our work under this plan include the launch of our Client Storytelling Project and the return of in-person Office Hours. Our Client Storytelling Project is a platform where our clients are able to share their entrepreneurial journey, in their own words. We hope by sharing these stories, others feel inspired to pursue their own ideas. Also, while we have been hosting Office Hours for several years, we took an extensive break due to the pandemic. However, we made our in-person return in the spring, with safety protocols in place. Joining the Flint Development Center and Berston Field House as our partners was the LatinX Technology and Community Center. It was only fitting to partner with them and expand our presence throughout the city.

We are excited to share with you our 2021 journey. In addition to what is mentioned above, you will also see updates on our progress to 100,000 ideas, Pitch For \$K, and a few of our student staff alumni.

We hope you enjoy and continue to support us throughout 2022. We are just getting started, so stay tuned for what's to come!

- BRANDEE COOKE-BROWN
EXECUTIVE DIRECTOR





OVERVIEW



BACKGROUND

100K Ideas is a Flint-based nonprofit organization where big thinkers are ushered from napkin-sketch to market. 100K Ideas provides real world experience primarily to college students who help address the unmet needs of inventors, innovators and entrepreneurs and ensure a platform to support economic and workforce development as a driver of empowerment in Flint and for innovators everywhere.

MISSION STATEMENT

Our mission is to relieve the innovator of the entrepreneurial burden. We know entrepreneurship can be difficult, and that's why we're here to help. As a community of student professionals, led by a dynamic leadership team, we vet entrepreneurial ideas to provide a helping hand in business development to anyone regardless of their prior experience or background.

BOARD OF DIRECTORS



DAVID OLLILA
PRESIDENT
100K Ideas
Co-Founder



PHIL HAGERMAN
VICE PRESIDENT
Skypoint Ventures



DYLAN LUNA
TREASURER
Flint & Genesee
Economic Alliance
Business



MIA MCNEIL
DIRECTOR
AARP Tennessee



CATHY GENTRY
DIRECTOR
Sloan Museum &
Longway Planetarium



MARCUS RANKINS
DIRECTOR
Metro Community
Development

PARTNERS

Thank you to our funders for their support of 100K Ideas and our work in the Flint community.



STRATEGIC PLAN OVERVIEW

During 2020, 100K Ideas embarked on the strategic planning process to create a vision for our future. With input from staff, board members, and community partners, we developed a three-year plan detailing where 100K Ideas will focus our efforts. The plan is based around two priorities, **1) Relieve the innovator of the entrepreneurial burden;** and **2) Develop an innovative workforce.** The strategies under each priority represent our focus on expanding our footprint in our hometown, Flint, MI.



1

Relieve the innovator of the entrepreneurial burden.

STRATEGY ONE: COMMUNITY ENGAGEMENT

Increase 100K Ideas' presence at community-wide events, including virtually in response to COVID-19.

Engage local organizations to present 100K Ideas to their staff to educate them on what we do.

Host monthly workshops for clients and potential clients around topics where entrepreneurial knowledge gaps have been identified by clients and the community.

- Workshops will be hosted at community spaces outside of our Ferris Wheel location and virtually (due to COVID-19).
- Work with community organizations and industry experts to partner on the development and facilitation of these workshops.

Expand 100K Ideas' Office Hours.

- Add an additional Office Hours location in partnership with the LatinX Technology and Community Center.
- Convene 100K Ideas' Office Hours partners for routine round tables to develop strategies to attract residents to use 100K Ideas' services.
- Introduce Virtual Office Hours to reach potential clients who are not comfortable meeting in person due to COVID-19.

Expand Pitch For \$K, the idea pitch competition, designed to help early-stage entrepreneurs directly access capital.

- Increase the number of competition volunteers from a variety of industries. These volunteers include judges, mentors and the selection committee.
- Recruit additional sponsors and community partners to support Pitch For \$K and increase awareness of the competition.
- Continue to expand the entrepreneurial network of all participants. This includes playing a more active role in their post-competition success.

STRATEGY TWO: SERVICE OFFERINGS

Expand 100K Ideas' client service offerings to reach more individuals and increase next step service engagement.

Launch an idea assessment service structure for companies and organizations.

- Work with Flint and Genesee County-based companies and organizations to provide 100K Ideas' assessment services for employees. This program is designed to help increase employee satisfaction and will be offered for a flat yearly rate.
- Assessments can be for personal employee ideas or company-related ideas.

Develop and launch the "Next Step Bundles" package option for current and potential 100K Ideas' clients

- This option would offer a "bundle" of next step services for a flat monthly rate of \$100 versus the \$40/hr rate.
- Offering a package of next steps would alleviate the hurdle of clients struggling to determine how to move forward and increase client engagement post-binder delivery.



Expand 100K Ideas' Circle of Friends to better support clients.

Recruit members from various industries to help mentor and guide projects to market.

Develop a formal client networking structure to help expand their entrepreneurial network.

100K Ideas will curate opportunities for clients to network with each other and industry professionals.

- These activities include client forums and formal networking events.

STRATEGY THREE: STORYTELLING

Increase visibility of 100K Ideas' clients through storytelling.

100K Ideas will produce videos and related content to tell client stories, covering their progress towards launching and entering the market.

- These stories will create a level of marketing for clients, leading to sales and potential investment.
- The storytelling platform would be integrated into 100K Ideas' website, social media platforms, and 100K Ideas' YouTube channel.

2

Develop an innovative workforce

STRATEGY ONE: PROFESSIONAL DEVELOPMENT

Establish Professional Development procedures and activities for 100K Ideas' student staff.

These activities include, but are not limited to:

- Exposing student staff to all areas of 100K Ideas, e.g. grant writing, grant reporting, finances, marketing, community engagement, etc.
- Facilitating regular professional development sessions on various topics, e.g. resume building, interview guidance, diversity/inclusion, soft skills development, etc.
- Recruit industry experts to support the range of ideas coming into 100K Ideas to educate clients and students.

STRATEGY TWO: NETWORKING

Design and launch a 100K Ideas Alumni network.

The alumni network will be designed to support current and former 100K employees to connect with each other. The group would participate in activities to support their professional growth and career development.

STRATEGY THREE: YOUNG PROFESSIONAL AND YOUTH PROGRAMMING

100K Ideas will continue to facilitate programming for young professionals and youth in Flint & Genesee County.

Expand 100K Ideas Summer Fellowship program.

- Develop and implement a recruitment plan, targeting a wider range of potential candidates with roots within and outside of Flint & Genesee County.
- Grow program to host 5-8 students per summer.

Revamp 100K Ideas High School Experience program.

- Replace the current seasonal structure (summer & winter) with a 8-9 month long program for high school students starting Fall 2021. The program will be designed to host the participating students once a month at the Ferris Wheel building for programming, include field trips to entrepreneurial ecosystem partners, and an overall program project.

Continue school and organization collaboration activities.

- 100K Ideas will continue facilitating classroom visits, including those in a virtual format due to COVID-19.
- 100K Ideas will continue facilitating visits to the Ferris Wheel building, which include a building tour and an activity.
- Maintain and increase collaboration with local youth organizations to engage them outside of their traditional classroom settings.

YEAR ONE | PRIORITY ONE

STRATEGY

CONTENT

PROGRESS

1

Reach out to 15 local organizations to facilitate 100K Ideas informational presentations.



Launch workshop programming, hosting 12 workshops for the year.



Launch third Office Hours location at LatinX Center early 2021.



Establish Office Hours roundtable meetings first quarter of 2021.



Establish Virtual Office Hours on a weekly basis first quarter of 2021.



Recruit 3 sponsors to support Pitch For \$K.



2

10% of 100K Ideas clients sign up for Next Step Bundles.



Pilot 100K Ideas assessment services in partnership with 1 organization.



Invite 3 of industry partners to join 100K's Circle of Friends.



3

Develop 100K Ideas' storytelling project and identify the first client to participate with the first story to be released the 3rd quarter of 2021.



YEAR ONE | PRIORITY TWO

STRATEGY

CONTENT

PROGRESS

1

Implement monthly Professional Development sessions for 100K Ideas student staff 1st quarter of 2021.



2

Recruit committee of current and former 100K Ideas employees to assist in designing the structure and goals for the 100K Ideas' Alumni network.



3

Recruit 8 current college students, including 1 without Flint & Genesee county ties, to participate in the summer Fellowship opportunity.



Launch revamped High School Experience in Fall 2021, hosting 10 students from the Flint and Genesee County area.



Facilitate 3 collaborations with classroom and/or local youth organizations.



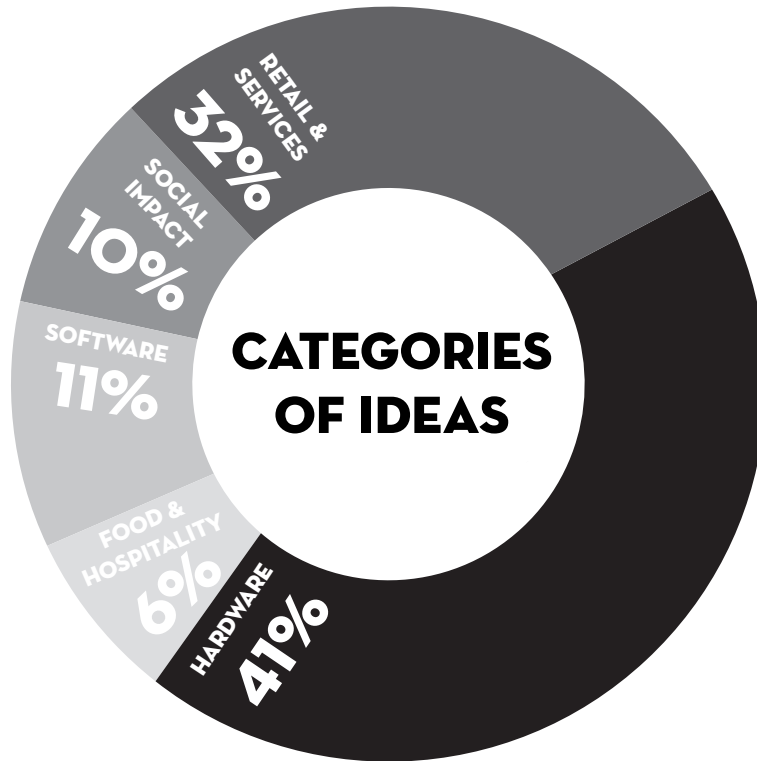
100K Ideas continues to make progress towards reaching our goal of 100,000 ideas. The next few pages show where we are in this journey and a breakdown of who we are serving.

METRICS UPDATE

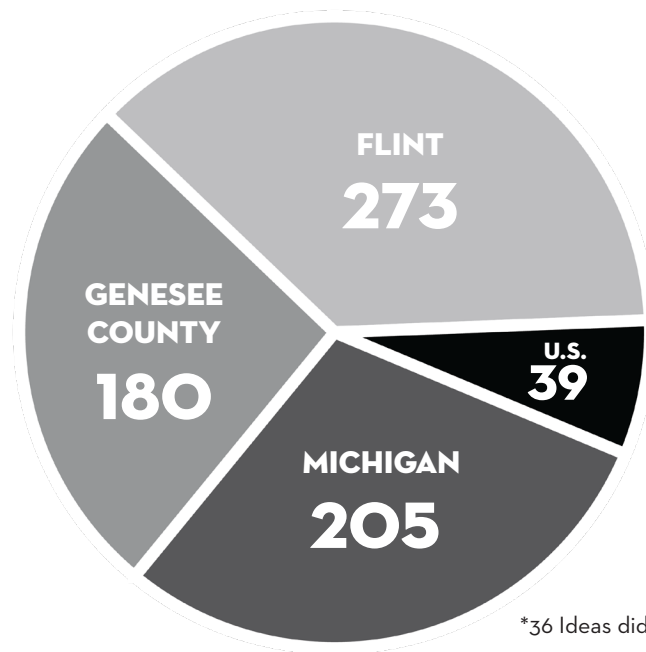


* "Scholarships" refers to the waive of the binder fee for clients. We offer these scholarships to those who are students, those in financial need, veterans, etc.

** "Next Steps" are defined as services 100K Ideas offers after clients have received their Assessment Binder. These services include: logo creation, CAD drawing, creation of hobotypes/prototypes, test sales, supply chain research, and many more!



WHERE OUR IDEAS COME FROM



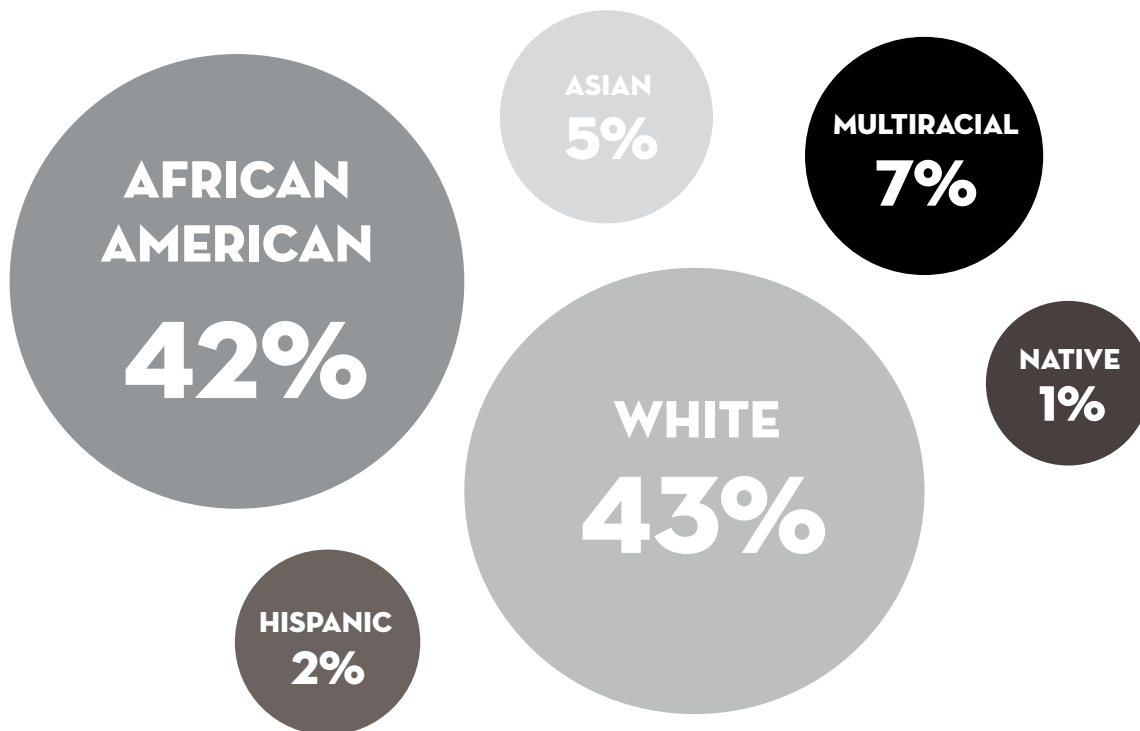
*36 Ideas did not specify location

GENDER



*4 Ideas did not specify gender

RACE & ETHNICITY







CLIENT HIGHLIGHTS

100K Ideas has worked with some amazing clients. Here are a few of their stories.

PRODUCT

Before coming to 100K Ideas, MY BEES NEST L.L.C. was into its first year of establishment. I knew that I wanted to sell honey and that I wanted to get attention to pure wild honey in the city of Flint. I was introduced to 100K Ideas through Samantha Fountain, Small Business Specialist for The City of Flint.

Working with 100K allowed me to tap deep within myself to be more creative, to be more competitive, to be better independently, team build, and help bringing my vision to life. 100K allowed me develop a business sense, become more business minded, target the public's needs, and know my competitors.

Since working with 100K, I have been able to expand MY BEES NEST L.L.C. from 7 beehive colonies to 20. I have been able to purchase supplies to create, market, and advertise MY BEES NEST apparel. I am looking to purchase new property for the development of MY BEES NEST L.L.C. hubs, host more colonies, and produce more product by the end of this year.

MY BEES NEST L.L.C. is a local apiary, a beekeeping business located in the City of Flint. MY BEES NEST L.L.C. assists with the production of honey and bee-made products, such as wax, to be used for human use and/or consumption, beehive removal, and educational presentations.

MY BEES NEST L.L.C. | 810-660-4851 | mybeesnestllc@gmail.com

- JASON BEY, OWNER/CREATOR

SERVICE

When we started our business in 2021, we came to 100K Ideas for help with a company logo and brand identity. After initial meetings with Torriah and Batoul, we were connected with Madison, a 100K Ideas graphic designer, who designed a logo concept and style sheet for us including colors and typography. Having a solid brand identity gave us a foundation to build upon when developing our website and marketing materials.

Windborne Group is an environmental consulting firm located in Flint, MI specializing in environmental due diligence, industrial hygiene, and indoor environmental quality. We work with businesses, individuals, and communities to assess and address environmental, health and safety challenges.

www.windbornegroup.com | 810-214-0026 | brittany@windbornegroup.com

- BRITTANY CULLIMORE, MANAGING PARTNER



SOFTWARE | TECH

Before coming to 100K Ideas, I had a social app idea, but no direction or connections that could make the creation process achievable. Back in 2019, I actually worked at 100K and I decided to take my app idea through the 100K process. This opened my mind up a lot, as I realized I had lots of competition and not a lot of resources to bring an app to market.

When the COVID-19 shutdowns happened, I had time to reinvent my idea. I used the binder research to make my idea more unique against competitors. I eventually decided to make a social app that was purely location-based (which was absolutely inspired by being separated from the outside world). This still left one problem, which was the biggest of them all: Making it.

Through the advice of some friends/fellow entrepreneurs I met through 100K, the Covid shutdowns, numerous YouTube tutorials, and a little over a year of learning to code, I finally launched my first app Flipsity to the App Store.

Today, I'm much more business oriented with my software and services. **Flipsity LLC** not only develops apps for other companies, but we also are set to release new apps in the near future that will help creators, entrepreneurs, and small businesses on their journeys.

flipsity.com | hey@flipsity.com

- CARTER HOLMES, OWNER



NON-PROFIT

Flint Style Soccer officially began in 2016. After a couple years of learning we were ready to “kick off” again in a big way in 2020. We had a grand vision and then the pandemic hit. Having to take that year off, put us back and we lost a lot of momentum. However, during that time we were introduced to 100k ideas and went through the binder process.

Working with the team at 100K I was re-inspired to push it forward with a more clear direction. From purchasing websites to forming an official llc, getting insurance, 100k pushed me to do the things I was holding back from making it official – something that wasn't just a hobby anymore, but a real thing. From there we were able to successfully re-launch in late summer of 2021 and have built a strong foundation that we will expand our programming in 2022.

The research they did into other models for us to follow, was extremely valuable and has formed the direction we are moving forward with. Choosing to be a for-profit llc vs a non-profit is one differentiator we think will give us an advantage to helping introduce Flint, MI kids to the game of soccer.

Thank you for the push 100K! We wouldn't be where we are without you!

- STEPHEN WOLBERT, FOUNDER

100K IDEAS STORYTELLING

100K Ideas is often asked, “who have you worked with?” While we have a number of stories we could share, we thought it would make more sense to create a platform for our clients to share their own stories. With this thought, our 100K Ideas Storytelling Project was created. Each quarter, 100K Ideas releases an episode highlighting three clients who have gone through our process. While there is some mention of 100K Ideas’ role, our featured innovators and entrepreneurs focus on their own personal entrepreneurial journeys and lessons learned along the way. The hope is their stories can inspire others with the dream of starting their own business.

Thank you to all of our featured entrepreneurs, funders, and contributors to this project. Check out our YouTube channel for full episodes!

Episode One Features:

Ahmad Alzahabi | The Golden Balance

Jay, Antonio, and Luther Brown | The John L Group

La’Asia Johnson | Elle Jae Essentials





BOOK IDEAS

(hundred·k·i·de·as) noun

mission

OFFICE HOURS

After a hiatus due to the COVID-19 pandemic, 100K Ideas relaunched our Office Hours Initiative in May of 2021. As a reminder, Office Hours places 100K Ideas staff at community locations with the goal of reaching Flint residents who may have barriers to accessing our services at our Ferris Wheel location. We appreciate the opportunity to continue our partnerships with the Flint Development Center and the Berston Field House. We also expanded our presence by adding a location in partnership with the LatinX Technology and Community Center. We are excited to be back in the community and look forward to meeting local residents at these locations!



OFFICE HOURS INNOVATION GRANT

100K Ideas, with the generous support of the Ruth Mott Foundation, launched the Office Hours Innovation Grant program. This program was created to provide small gap funding to support minor expenses incurred by early-stage entrepreneurs. To be eligible, recipients must have taken their idea through the 100K Ideas process, demonstrated a need for the funding, and resided in north Flint. Those that met this criteria and were approved, received \$1,000 to support the start-up costs for their business.

2021 Awardees:

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

“We want to thank 100K Ideas for their support with the Office Hours Innovation Grant. We are on the fast track to obtaining 501(c)(3) status, and excited to move our organization forward with the help of this funding.”

- KASEY CALVERT

WORKSHOPS

100K Ideas continued our monthly workshop programming, facilitating one session each month during 2021. The goal of these workshops is to help entrepreneurs and business owners learn about the different aspects of business. The workshops also provide access to resources and connections they may not have known about before, through materials, businesses, and guest speakers. Our workshop structure consists of a presentation followed by a Q&A session so participants are able to ask any questions they have.

The topics and facilitators included:

- Branding - Hien Lan from Huck Finch
- Patent & Trademarks - Deepak Dashairya from USPTO
- eCommerce - Kayla Laird from Lord Laird's Lemonade
- Sourcing - Tom Crampton from 100K Ideas
- Venture Capital / Angel Funding - Matt Okoneski from Red Cedar Ventures
- Licensing & Permitting - Khalfani Stephens from the City of Flint
- Pitch Deck - Nic Custer from UM-Flint's Office of Economic Development
- Social Enterprise - Stephen Wolbert from SIPI
- Financial Management - Patricia Franklin-Lindsey from Huntington Bank
- Freelance - Dorelle Brock from Brock Visual
- Insurance - Brandon Peabody from Peabody Insurance
- Social Media - Paul Zehnder from 100K Ideas

“Kayla did a very good job of presenting and answering questions - as well as providing very pertinent information.”

- PARTICIPANT IN THE ECOMMERCE WORKSHOP

VOLUNTEERING

Each quarter, 100K Ideas' staff participates in a volunteer activity. This not only provides us a chance to give back to our community, but also brings us closer to it. Below is a list of some of the activities we participated in throughout the year.

The activities included:

- No Joke Cleanup and Seed Startup with For-Mar Nature Center
- Big Brothers Big Sisters of Flint & Genesee County Gary Haggert Bowling for Kids' Sake
- Clothing Drive with Priceless Dreams
- Hasselbring Senior Center: Bringing the Community Together Block Party
- Hasselbring Senior Center and National Clean Water Collective's: Change Makers Food Drive
- Carriage Town Ministries: Adopt a Family
- Tremendous Treelighting Event
- Build Volunteers for Habitat for Humanity of Genesee County





PITCH FOR \$K

100K Ideas had the pleasure of facilitating the Pitch For \$K - Idea Pitch Competition, once again, in 2021. With the generous support of the Charles Stewart Mott Foundation, 100K Ideas facilitated two competitions for the year. While we were still managing activities through COVID-19 for our March competition, August's competition saw the return of our in-person format.

Similar to the previous years, seven individuals were selected for each event to pitch their idea to a live audience and three judges for a chance to win a cash prize to support moving their idea forward. In preparation for the competition, they were provided a pitch clinic facilitated by the University of Michigan - Flint's Innovation Incubator. The participants were also paired with mentors to help flesh out their ideas while preparing for their pitch.

New this year was the addition of the People's Choice prize, sponsored by the Michigan Economic Development Corporation. This \$1,000 prize was determined solely by the viewing audience. For the year, 100K Ideas was able to give away \$19,000, bringing our grand total to \$90,500.



In March, the competition was held virtually to accommodate for the COVID-19 pandemic. The competition took place on March 11th, 2021. To date, the competition has been viewed over 460 times.

1ST PLACE

SHANE PROULX
Flint City Hand Ball Club



2ND PLACE

ATOYEBI OLUSOLA
Calorie Gauge



3RD PLACE

NICOLE RUMBOLD
MI Home Real Estate Company



PEOPLE'S CHOICE

JALONDRIA DHRUBO
Revive Roots



In August, we returned to an in-person format, with a limited audience on August 5th, 2021. However, the competition was also live streamed, allowing supporters of the participants to also view from home.

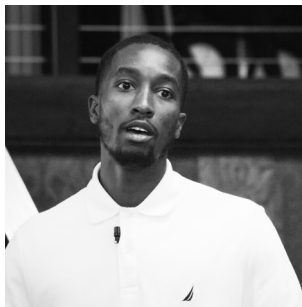
1ST PLACE

JASZMANE SISCO
Little Suga's



2ND PLACE & PEOPLE'S CHOICE

JAKE KENDALL
K&B Party Rental



3RD PLACE

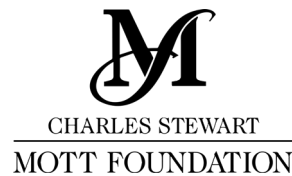
DANEN WILLIAMS
Pirates Park



Community Partners:



Funded By:





EMBRACE THE





100KIDS: YOUTH PROGRAMMING

100K Ideas, with appropriate safety and health protocols, returned to hosting school visits and in-person youth collaborations. This includes hosting students at 100K Ideas, visiting schools, and facilitating programming with classroom and youth organizations.

SCHOOL VISITS

We visit classrooms or invite schools to visit the Ferris Wheel as a way to engage local youth. These visits include an overview of 100K Ideas, a problem-solving activity, and a tour of Shops on Saginaw (located in the Dryden Building).

The visits to 100K Ideas included:

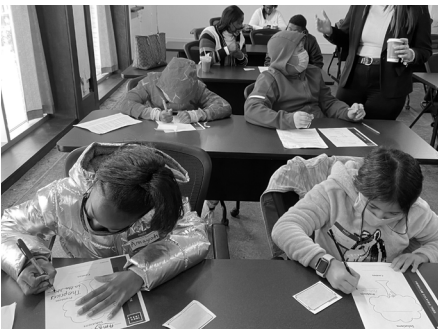
- Home School Visit with Armstrong’s Class
- Gear Up to Grown Academy School Visit

ORGANIZATION COLLABORATIONS

This year, we were able to collaborate with multiple schools and youth entrepreneurship programs. These collaborations focus on helping young people develop an innovative mindset as they approach problem-solving.

The collaborations included:

- Flint Freedom School Collaborative
- GISD Problem Solving Summit
- GISD Youth Entrepreneur Advisor Training: Introduction
- GISD Youth Entrepreneurship Pitch Competition
- Michigan Youth Opportunities Initiative: Youth Engagement





STUDENT WORKFORCE

One of 100K Ideas' core missions is to help develop an innovative workforce. Central to our strategic plan, we employ current college students as our project managers, designers, and engineers. Under the guidance of our leadership team, students are given real world experience to complement what they are learning in the classroom.

We have had the pleasure of working with a number of incredibly talented students, who are on the path to do amazing things. To date, 100K Ideas has employed 90 students from across the country. In the next few pages you will get a peek at our current staff, our 2021 Summer Fellows, as well as some of our alumni.



BATOUL BURBAR
LEAD PROJECT MANAGER

Batoul is currently a senior at UM-Flint studying Entrepreneurship and Innovation and Marketing. She enjoys nature walks, photography and fashion.

"I have enjoyed being a part of a team that continuously comes together in efforts to make this organization a welcoming and wholesome environment that helps a multitude of people. I have had the opportunity to meet and work with tons of passionate and motivational clients which, in return, has motivated me. My time being here has been nothing short of a learning experience and my ability to apply both my skills here and in the classroom have shaped me tremendously."



BROOKLYN CROWDER
LEAD PROJECT MANAGER

Brooklyn recently graduated from Kettering University with a Bachelors of Science in Business Administration, became a Certified Associate in Project Management (CAPM), and Certified Six Sigma Yellow Belt (CSSYB). In her spare time she like to pick up her hobbies of painting and sewing.

"I love being in an environment where creativeness and closeness is encouraged. Seeing the perspective of others and the amazing things they can do just from an idea is remarkable."



ANNA CHURCH
PROGRAM ADMINISTRATOR

Anna is a junior at the University of Michigan-Flint and is majoring in Business Entrepreneurship. She is a portrait photographer, loves to travel, and is president of the UM-Flint women's soccer club team.

"My role as Program Admin. has been such an awesome experience! I have been able to engage more with our community, youth, and entrepreneurs. I am excited to continue in this role and see what other opportunities it allows for me as I continue in my schooling."



GABRIELLO CALAMITA
PROJECT MANAGER

Gabriello is a senior at Saginaw Valley State University, majoring in Finance and minoring in Accounting. He is a NCAA student athlete on the men's soccer team at SVSU, as well as the Manager of the Finance Club. He enjoys spending time with friends, watching soccer, playing video games, and reading.

"My time at 100K Ideas has been great so far, I have enjoyed playing important role in our binder revamping process, specifically with our financial analytics and industry research."



NEENA HUDSON
PROJECT MANAGER

Neena finished her Bachelors in Community Development in May '21, and is currently working on her MSA in Philanthropy and Nonprofit Organizations, all through Central Michigan University. She enjoys community service, cooking, and reading.

"At 100k Ideas, I am happy to learn about exciting, emerging local ideas while networking with the diverse group at 100k ideas and beyond to see the concepts within the community come to life."



LYDIA POWELL
PROJECT MANAGER

Lydia 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.

"I'm excited to see ideas come to life while helping others and continuing to grow in my career!"



EMILIO LORD
PROJECT MANAGER

Emilio is currently attending Kettering University and studying Business Management. In his free time he enjoys football, spending time with friends, and working out.

"I'm excited to work at 100k Ideas to build my skill set and gain a better understanding of the business world."



MARQUONDA WYATT
PROJECT MANAGER

Marquonda is currently pursuing her MBA at the University of Michigan-Flint. In her free time, she loves traveling, shopping, and listening to music.

"It's a great pleasure to expand my perspective and knowledge on the concept of entrepreneurship yet refining my skills to efficiently arrange business ideas as well as collaborating with like-minded individuals to bring forth proficient projects while lending a helping hand in revitalizing the community."



BEN GONZALEZ
INDUSTRIAL ENGINEER

Ben is currently in his sophomore year at Mott Community College, studying CAD and Design. In his free time he enjoys woodworking, metalworking, and working on cars.



MADISON ZAREMBA
GRAPHIC DESIGNER

Madison Zaremba is a recent graduate from the University of Michigan-Flint. She majored in Art and Design, with a concentration in graphic design, and a minor in communications. She enjoys singing, hanging out with friends, and spending time with her cat.

"Working this job has given me the opportunity to create lifelong connections with my team and members of the community. I will carry my experiences with me in all future elements of my career!"



BRIE POLEHNA
GRAPHIC DESIGNER

Brie attends U of M - Flint and is studying graphic design. In her freetime, she enjoys camping, traveling, and having family game nights.

"I am enjoying the opportunity at hand and loving creating brands and designs for clients. I love working with clients as they grow their business and as I am still growing as a designer."



ALEX WEBER
INDUSTRIAL DESIGNER

Alex attends the College for Creative Studies and is a senior studying Product Design. He has a twin brother, enjoys drawing, watching movies, and kayaking.

"Working at 100K Ideas is a great experience! I am grateful to have the opportunity to work with the staff and community entrepreneurs to pursue their ideas and bring them to reality. As a designer, my favorite part of the process is problem solving and seeing clients explain their ideas and the inspiration behind it is exciting and working with clients to help bring their products to market is so rewarding."





100K IDEAS SUMMER FELLOWSHIP

100K Ideas hosted our 3rd Annual Summer Fellowship from May 2021 - July 2021. This year's program returned to an in-person format with three participants from Michigan universities.

During their time with 100K Ideas, the Fellows were quite busy. Below is a list of some of the things they experienced during their program.

- They took a deep dive into the 100K Ideas' research assessment process and explored multiple industries that pertain to the entrepreneurial world.
- Participated in activities related to thinking critically, while working towards finding solutions that can lead into a business or help improve upon existing solutions.
- The Fellows familiarize themselves with local entrepreneurs and community partners that are key to the entrepreneurial ecosystem here in Flint, MI.
- They took an art tour of Flint with the Director of Placemaking.
- Gained new insights on The Charles Stewart Mott Foundation from the Vice President of Programming.
- Completed a group project where they researched, sourced, and produced a product to add to 100K Ideas' line of merch items.
- Worked with the Porch Project where they toured and met residents on the northside of Flint. The fellows helped paint three porches.

“Overall really enjoyed this experience and loved that it provided me with a variety of different skills to prepare me for a future in the business industry.”

- 2021 SUMMER FELLOW



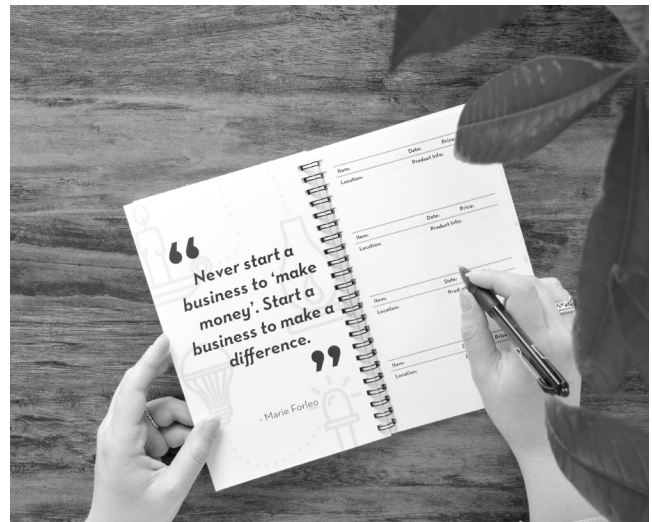
JUDY LIN

Judy is currently a junior at Michigan State University. She is majoring in Marketing and minoring in International Business. She enjoys traveling, baking, and recently has taken interest in skateboarding.



SOPHIE SASS

Sophie is currently a junior at Michigan State University. She is studying Interpersonal Communication and pursuing a minor in Sales Leadership. She works as a bartender, and enjoys golfing and working out.





ABOUT OUR STUDENTS

SCHOOLS STUDENTS ATTEND:

- Aurora University
- College of Creative Studies
- Delta College
- Emory University
- Ferris State University
- Georgetown University
- Georgia Southern University
- Grand Valley State University
- Kalamazoo College
- Kendall College of Art and Design
- Kettering University
- Lancaster University
- Lawrence Technological University
- Loyola University
- Michigan State University
- Mott Community College
- Northern Michigan University
- Oakland University
- Ohio State University
- Saginaw Valley State University
- Spelman College
- University of California Berkeley
- University of Michigan - Ann Arbor
- University of Michigan - Flint
- Western Michigan University

STUDENT MAJORS:

- Art & Design
- Advertising
- Broadcasting
- Business Administration
- Business Management
- CAD Design
- Collaborative Design
- Communications
- Economics
- Entrepreneurship
- Electrical Engineering
- Finance
- Fine Arts
- Graphic Design
- Human-Centered Design
- Industrial Design
- International Business
- Marketing
- Mechanical Engineering
- Product Design
- Public and Nonprofit Admin.
- Science
- Sociology
- Supply Chain Management



100K IDEAS ALUMNI

100K Ideas is so proud of the accomplishments of our former student staff members. We do our best to keep in touch and remain a resource for them along their career journeys. We are happy to share how a few of our former team members are doing, and how they feel 100K Ideas helped them along their path.



BRONWYN LIPKA
GRAPHIC DESIGNER

“Working for 100K Ideas not only kickstarted my professional career, but it gave me so many life long friends. There, I was able to expand my skills as a designer and I also got the opportunity to work on a diverse range of projects that expanded my portfolio. I was also able to practice how to work with clients professionally, something you aren’t taught in school. The people I work with taught me about their roles in their jobs which gave me good insight into other areas of my own industry. 100K Ideas also offered a lot of volunteer opportunities that allowed me to emerge myself into the community and help where I was needed. Not only did I made so many meaningful connections, I also made so many lifelong friends and connections I will value for the rest of my life. A big thank you to 100K Ideas, you’ve brought so much value to my life and I am very thankful for every minute I got to spend growing and learning in that environment.”

Bronwyn is working as a Junior Art Director for The Mars Agency in Detroit, MI.



TORRIAH BATES
PROJECT MANAGER

“Working at 100K Ideas was an amazing opportunity that I will never forget. During my time at the company I was able to further develop my personal and professional skills. The experience highlighted teamwork, self reliance, and communication. I loved having the opportunity to meet individuals who all shared a common goal, taking the next step in making their ideas come to life. Having the opportunity to help customers further develop their ideas was a great feeling that I was proud to be apart. Most of all I enjoyed forming relationships with my coworkers and learning from one another.”

Torriah is working for Fessler & Bowman, in Flushing, MI, as the Human Resources Intern.



ALEXIS DAMOUNI
PROJECT MANAGER

“Working at 100K Ideas was more than just working a typical 9-5. The organization helped me improve a multitude of skills while also allowing the employees to enjoy their time learning. Between the deep dive research and constant communication with our clients, I’ve learned so much. An entry level job can be nerve wrecking, making someone feel of less value because they don’t know much. 100K made everyone feel valuable in the workplace but they also taught us how to bring value/be valuable throughout life. The maximization of all strengths are developed here. Leadership, professionalism, customer service and strategic thinking, I believe are an essential part of a successful career. There’s no better place than 100K to practice those skills. To the leadership there during my time, I want to say thank you for shaping me into the person I’ve become in my career, you are truly role models!”

Alexis is now District Manager at Tim Hortons, in Fenton, MI.



BRANDON WOOD
ENGINEER

“100K was a great opportunity for me to work with clients to try and create something that no one has seen before. As an engineer, I was able to work hands on with clients and help create the ideas and put them into their hands. The privilege of being able to collaborate with amazingly talented coworkers and the innovative ideas that our clients brought through the door is something I miss a lot about 100K and is what I think makes the company so special. The best thing I was able to take away from my position was a lot of business knowledge from 100K’s processes that I’ve been able to apply into my own life that has made me more successful for my future.”

Brandon is a full-time Engineering Technician at Black and Veatch, based in Ann Arbor, MI.



PAUL ZEHNDER
GRAPHIC DESIGNER

“Being a designer for 100K Ideas was one of the best experiences I could have every asked for, in my career. Being able to apply the skills I will learning in the classroom in a real world setting provided me with so much growth, knowledge, and opportunity as a young professional. I learned so many skills, increasing my talents as a designer, as well as news skills in project management, business, entrepreneurship, and innovation that helped build me as a professional overall. Working with other like minded individuals, as well as a handle of inspiring clients, has helped push my own goals, aspirations, and dreams to a whole new level. The experience is something I think everyone should be able to utilize if they have the chance.”

Paul is now full-time at 100K Ideas, as the Marketing Specialist, in Flint, MI



CRYSTAL SMALLIGAN
GRAPHIC DESIGNER

“Being a Project Manager at 100k Ideas allowed me to gain incredible experiences working with the Flint community. Working with the community’s innovative ideas gave me fun and creative learning opportunities. Certain skills such as public speaking and collaboration were enhanced along the way. Additionally, the leadership team made great efforts to give us professional development opportunities. Learning about entrepreneurship as a whole is valuable and applicable to any business. This knowledge and experience led me to my role at Tekton as a Supply Chain Intern.”

Crystal is currently working at Tekton in Grand Rapids, MI as a Supply Chain Intern.

LEADERSHIP TEAM



BRANDEE COOKE-BROWN
EXECUTIVE DIRECTOR



JENNIFER HICKMOTT
OPERATIONS MANAGER



DARRELL WILLIAMS
DIRECTOR OF FINANCE



CARTER HOLMES
OPERATIONS ASSISTANT



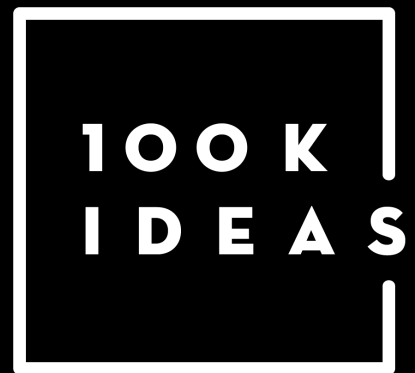
PAUL ZEHNDER
MARKETING SPECIALIST



TOM CRAMPTON
PRODUCT EXPERT



VIVIAN WILLIAMS
COMMUNITY ENGAGEMENT
COORDINATOR



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