



NEWSLETTER



100K IDEAS "MYSTERY BOX" AUCTION

100K Ideas hosted our first ever Mystery Box Auction. The event consisted of ten bid items donated from 100K Ideas' Clients and Circle of Friends. But here's the twist, attendees did not know exactly what each box contained, just a general description of the business, as well as a starting value. The items of each box were revealed once the bidding was complete. The evening was full of fun and funds. In total the 100K Ideas raised over \$2,000, which goes back to help fund the client services we offer for those in our community.

Thank you to everyone who attended, donated, and contributed to our event! We are thrilled the event was well received by the community. We look forward to hosting a second annual event next year. Stay tuned for more 100K Ideas events coming in the near future!

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

Features

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ADDITIONS TO THE TEAM



Brady is starting at 100K Ideas as a project manager on our team. He is going into his fourth year at Saginaw Valley State University, earning a BS in Computer Information Systems. He is also obtaining a minor concentration in Cybersecurity. In his spare time, he enjoys snowboarding during the winter, having gatherings with close friends, and golfing!



Aaron, who was a previous high school experience student back in 2019, is starting at 100K as a project manager! He attends Mott Community College, going into his last year. He is gaining his associates in Graphic Design. In his free time, he enjoys creating art, automotive sports, and skating.



Hannah is starting at 100K Ideas as a Project Manager. She is a senior at Northwood University studying Business Management, expected to graduate Spring 2023. Hannah enjoys creating art, supporting her house plants, and bonding with her two cats.



John is a new project manager on the 100K Ideas team. He is a senior, majoring in Mechanical Engineering with a minor concentration in Business at the University of Michigan- Flint. In his free time, he enjoys playing disc golf with friends, trying new restaurants with his girlfriend, as well as watching basketball either on TV, or live at Little Caesars Arena, supporting the Pistons!

PITCH FOR \$K

100K Ideas held a second competition, in our third 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 have NorthGate, FlintPrints, the Michigan Economic Development Center, the Flint & Genesee Group, 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 September 22nd at the Ferris Wheel Building 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 was Faith Cummings with her soon-to-be restaurant "Cuisines". Second place was awarded to Sheena Harrison with "Fruits of Elegance" winning \$2,500. The Third place winner of \$1,000 was awarded to Ben Logan for "Ben's Buzz Box". Aisha Harris was awarded \$1,000 for the People's Choice.

Submissions are now open for the next Pitch For \$K competition scheduled for January 26th, 2023. 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.





SEPTEMBER ART WALK

100K Ideas had the pleasure of hosting a space at September Art Walk! Creating a "College Student Kickback Event" we used this opportunity to bring local college students to our space and "kick off" the new school year.

Serving pizza, providing refreshments, playing music and facilitating a corn hole tournament, we were able to make a fun night out for local college students, our current student staff, 100K Ideas alumni, community members, and more. The winners of the corn hole tournament were also able to receive \$50 in gift certificates to the Flint Farmers' Market, each. As it was Art Walk, we also had art on display for this event and were able to give our current staff the ability to hang and showcase the work they have created throughout the years. From photography, videography, drawings, screen printings, clothing designs, and more, we were able to bring a lot of fun art in our space.

Special thank you to MI Stem Forward, a program that connects college students to tech based businesses for internships, for sponsoring this event.

100K Ideas thanks everyone who attended and stopped by, and we hope to host more in the future.



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:

Peter Deppe | KUHMUTE

Shane Proulx | Flint City Sporting Club

Kasey Calvert | Hidden Gems Institute

[WATCH HERE](#)



HAPPENINGS AT 100K

MONTHLY WORKSHOPS

100K Ideas held three workshops this past quarter. We facilitated a IP Basics Workshop with the USPTO in July. How to Turn Your Hobby into a Business Workshop presented by our Executive Director Brandee, and a QuickBooks Overview: Purpose and Benefits facilitated by Luther Brown, of the John L. Group. All three were a major success, thank you to all our guest speakers and those who attended!



BLACK BUSINESS EXPO

100K Ideas and many other community resources gathered for the Black Business Expo and Financial Empowerment Summit. This event was a great opportunity to share information and resources with local minority business owners. The event showcased healthcare & wellness organizations, nonprofit agencies, restaurant owners & food truck operators, catering & unique food prep services, business resource distributors, clothing designers, merchant service providers, authors/publishers, IT/Digital/Media Support Experts, advisors/consultants, business educators & coaches. The event was held at the Flint Farmers Market and was well attended.

PORCH PROJECT & F.R.O.G.

As part of the 2022 Summer Fellowship, the fellows collaborated with the Porch Project and Flint Residents Organized for the Good (F.R.O.G.). The fellows assisted with cleaning up a parking lot across from Fleming Park. The fellows also helped with cleaning up a residential area in Flint for Porch Fest.



FLINT FREEDOM SCHOOL COLLABORATIVE

Vivian Williams, Community Engagement Coordinator volunteered to read aloud to the youth of the Flint Freedom School Collaborative. It is always a great time visiting the youth, hearing their "Good Morning" chants and hyping up guests throughout the program. It was pleasure to read to the youth two books by Flint native, Latashia M. Perry, Dreams Like Mine and Skin Like Mine.

100K IDEAS STICKERS

Created by the 2022 Summer Fellows, 100K Ideas added stickers to our merchandise available for sale! Coming in three different designs, this item still aids in inspiring the innovator and entrepreneur through these new, fun designs. They are available for purchase on Shop, Flint MI, as well as at our office in the Ferris Wheel. Grab yours today!



JUST ANOTHER DAY AT 100K...

STAFF SECTION



PHOTOGRAPHY 101

WRITTEN BY PAUL ZEHNDER

When it comes to photography, specifically photographing for an idea or business, it can be a daunting process on knowing where to start. If you don't have the knowledge on shooting a proper photograph, you should hire out for this, right? But when the funds to hire out a photographer are in your budget, how do you do this on your own? Though it may take some time and learning, here are a few tips and rules of thumb to help you take the best photos for your business:

LIGHTING

A key to a good photo is good lighting! A small secret for you, you don't always need expensive light boxes to achieve a bright photo. Taking pictures in front of a window, or even outside is a great way to achieve proper lighting for a photo, naturally. TIP: If possible, watch the weather/time of day to know when to take the best photos! If you want a lot of shadow and contrast, shoot your pictures on a sunny day. If you're looking for a less shadows and a brighter, more consistent distribution of light, take your photos on a cloudy day. Clouds naturally diffuse the light, creating the perfect box light effect.

COMPOSITION/ANGLE

You may wonder why certain photos stand out to others, and feel more "professional", even if they are taken on the same device you use. This is more than likely due to composition! Compose your photos in the best way possible, using techniques such as the "rule of thirds", to make your photos as pleasing as possible. Play around with your setting, shoot from different angles, and play with the elements around the subject to really see what works with the content you're looking to create.

BACKGROUND

Your background is another key feature that can make or break a photo. If you want more focus on the actual subject, keep the background plain as neutral as possible. If you're looking to use other elements to enhance your subject, play around with the arrangement, making sure to continue to keep the focus on the main subject, but letting the background enhance the "aesthetic" or "vibe" it is providing to the photo.

I hope these tips help as you begin to navigate your next photoshoot! Be creative, experiment, and have fun with it, while remembering it is something you will continue to improve at as you spend the time doing it.

RESOURCE REPOSITORY

100K IDEAS
PACKAGING WORKSHOP
w/ guest speakers from FlintPrints

Do you want to offer your consumers meaningful packaging experiences? Packaging that carries your brand and message in both functional and memorable ways. Whether a label for a bottle, a folded carton to house a candle or a flexible package to hold everything from snacks to skincare products, your packaging helps you gain new customers as well as long-lasting loyal buyers.

OCT 20TH FERRIS WHEEL 5:30 PM

100K IDEAS
VENTURE CAPITAL / ANGEL FUNDING WORKSHOP
w/ guest speakers from Red Cedar Ventures

Curious to learn what venture capital and angel funding in Michigan is all about? Join us for a discussion on how VC firms work, how to decide if venture investment is right for your business, and most importantly, what goes on inside the head of a VCI. Here to demystify the world of venture capital is Matt Okoneski, Associate at Red Cedar Ventures and Michigan Rise.

Nov 9th | 12:00pm | Virtual
Nov 16th | 5:30pm | Ferris Wheel

FUNDED BY: MICHIGAN ECONOMIC DEVELOPMENT CORPORATION, RUTH MOTT FOUNDATION

PITCH FOR \$K
IDEA PITCH COMPETITION

SUBMISSIONS ARE NOW OPEN!
www.thepitch4k.com

Jan. 26th | The Ferris Wheel | 5:30 PM
205 S. Saginaw St., Flint, MI 48502

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

LEARN MORE!

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COME & SEE US!

FERRIS WHEEL | 615 S SAGINAW STREET FLINT, MI 48502
Monday & Wednesday: 8:00am - 4:00pm
Tuesday & Thursday: 10:00am - 6:00pm

LATINX TECHNOLOGY & COMMUNITY CENTER | 2101 LEWIS ST. FLINT, MI 48506
Tuesday: 10:30pm - 2:00pm

THE FLINT DEVELOPMENT CENTER | 4121 MARTIN LUTHER KING AVE. FLINT, MI 48505
Wednesday: 9:30am - 2:00pm

BERSTON FIELD HOUSE | 3300 SAGINAW ST. FLINT, MI 48505
Thursday: 10:30am - 2:00pm

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

7%
FOOD & HOSPITALITY

36%
PRODUCTS

33%
SERVICES

11%
SOFTWARE

13%
SOCIAL IMPACT

PRESENTED AND PROGRESS TO DATE

886
IDEAS

645
ASSESSMENT

172
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.