



NEWSLETTER

OPERATION by: READY TO SCALE

Facilitated by:  THE JOHN L GROUP

OPERATION READY TO SCALE

Operation Ready to Scale, in partnership with The John L Group and supported by the City of Flint, went under way this past year, finishing up during this part quarter. This program was designed to support operating businesses, who need assistance ensuring they have healthy finances. This included helping setting up a business' accounting platform (e.g. QuickBooks) and preparing a business for tax season. In the end, we expect to see businesses be more successful and sustainable.

We were able to help over 20 local businesses through the facilitation of Operation Ready to Scale! We are thrilled with the outcome of this and are excited to continue with programs, similar to this, in the future.

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

Features

ADDITIONS TO THE
TEAM

EMFB VOLUNTEERISM

YOUTH SCOOP

CLIENT STORYTELLING

HAPPENINGS AT 100K

STUDENT STAFF
SECTION

AND MORE!

ADDITIONS TO THE TEAM



Ja'Shawna is returning to the 100K Ideas leadership team as our new Client Service Associate! She is a UM-Flint graduate, with a Bachelor's degree in Communications and Marketing. Ja'Shawna enjoys writing, creating and editing videography, and traveling in her free time.

100K IN THE MEDIA



WNEM TV5:
Pitch for \$K



Brandee Cooke-Brown:
Michigan VC Talk 2022



WNEM TV5:
Giving Tuesday



Brandee Cooke-Brown:
Notable Women in Nonprofits
2022



Flint's entrepreneurial
ecosystem brings together
dozens of partners to support
and strengthen small
businesses

EASTERN MICHIGAN FOOD BANK VOLUNTEERISM

100K Ideas' Staff spent some time volunteering at the Food Bank of Eastern Michigan. Student and Leadership Staff helped sort food as well as learn about the amazing impact the Food Bank has made within the community. We appreciate taking time out of the office to connect with other organizations. 100K Ideas helped sort 9,087 lbs. of food.

Since 1981, the Food Bank of Eastern Michigan has grown to serve more than 331,000 people annually through a network of over 700 Hunger Relief Partners, including partner agencies, schools, and other community organizations.

Over half of the more than 51 million pounds of food, they distributed last year was FRESH. How does that impact the communities? It means:

17 million pounds of fresh fruits and vegetables, including 24 types of Michigan-grown produce, 6.2 million pounds of meat and protein, 7 million pounds of dairy products. Continued support helps the Food Bank fight hunger and offer neighbors consistent access to healthy, nutritious food.

The Food Bank is a great volunteer opportunity for those of all ages. If you are looking to volunteer time for a great cause that helps thousands across counties.





YOUTH SCOOP

BOYS AND GIRLS CLUB

100K Ideas spent 8-weeks working with the teens of the Boys and Girls Club of Greater Flint. The members explored the world of entrepreneurship and innovation, learned about different types of entrepreneurs, and discover problems they can solve with entrepreneurship. The members showcased their new knowledge by sharing what their idea is, what problem does it solve, how would they stand out from competitors and finally how would they promote their business.

PROBLEM SOLVING SUMMIT WITH GISD

100K Ideas attended the second annual Problem Solving Summit with the Genesee Intermediate School District. This program filled day was led by Kim Dehemel, Entrepreneurship Coordinator. Kim and the GISD Team worked to bring together entrepreneurs from different industries and backgrounds to provide the students with inspiration and motivation. The students spent the day getting to know the entrepreneurs and some of the problems they may face in their respective business. Students were assigned groups and had the chance to have a think tank moment with an entrepreneur. Each group presented on the problem and some proposed solutions. It was a great opportunity to hear from students how 100K Ideas can be that safe space for idea exploration. The students' feedback aided in the way we think our inclusiveness and maintaining a welcoming environment.



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:

Kris Kotula | Training with Kris K.

Jalondria Dhrubo | J. Nicole Customs & Revive Roots

Tammara Owens | Mamie's Protein Smoothie Queens

[WATCH HERE](#)



HAPPENINGS AT 100K

MONTHLY WORKSHOPS

100K Ideas held three workshops this past quarter. In October FlintPrints', Ellen Burgess provided a workshop on Packaging. In November Red Cedar Ventures returned for their workshop on Venture Capital and Angel Funding, and this December Nicholas Goldsworthy from Witt and Goldsworthy PLLC talked about Business Formation Basics. All three were a major success, thank you to all our guest speakers and those who attended!



TEDXDetroit

100K Ideas returned to TedxDetroit this October! 100K Ideas was honored to be a part of the TedxLabs. During the event, we hosted a booth to highlight our work to conference participants. We also brought some of our merch for purchase for interested individuals. We enjoyed our experience and highly recommend checking out next years conference to anyone interested!

FLINT & GENESEE BUSINESS BRIDGE

100K Ideas attended the Flint & Genesee Business Bridge event, for local small businesses, during the quarter. Both tabling, as well as sitting in on the event itself, it was a great opportunity to connect with and hear from many local small businesses.



LATINX GRAVEYARD GET-DOWN

100K Ideas volunteered some time in October for the LatinX Technology Center Graveyard Get-Down. The event was filled with activities for youth such as pumpkin painting, making slime and trick or treating. The youth walked away with buckets overflowing with candy and joy. 100K Ideas helped pass out cider donuts and apple cider. It was a great to see all of the families celebrate Halloween in their community.

FLINT TREE LIGHTING

DDA kicked off the holiday season with Small Business Saturday on November 26th, in combination with the Flint Tree Lighting. 100K Ideas was able to show support by passing out wooden ornaments for youth and family to take home. We enjoyed engaging with the community and providing an activity to express creativity and bonding time with the ones you love and care about the most.



JUST ANOTHER DAY AT 100K...

STAFF SECTION

CYBERSECURITY

WRITTEN BY BRADY AFTIMOS

Have you ever considered your businesses cybersecurity? Many smaller organizations, such as small businesses and nonprofit organizations, fail to see the threat potentially posed until they are victims. As our businesses become increasingly reliant on digital and electronic solutions to our problems, the threat of attack increases in tandem.

THE PROBLEM

Cyberattacks, especially against business, are generally done for financial gain. So, expect anything that an attacker could turn into money to be a threat. For example, a ransomware attack where your operations are affected so much that an attacker would be able to extort a ransom. Or a compromised email where attackers can get confidential and sensitive information, for which you are liable. Cyberattacks come in various shapes and sizes. Criminals recognize the fact that many of these smaller organizations do not have adequate safeguards against attacks, but still have some of the same information and data they are after. While an attacker may reap more rewards gaining access to a large corporation, these organizations have the most rigorous and consistently developed defenses, making the task that more difficult. They move on to easier targets, knowing their doors are likely wide open.

THE SOLUTION

You don't want to wait until it is too late to act. A great way to start is by having your existing systems and procedures assessed for vulnerabilities and risk so that they may be identified and mitigated. With a specialized job like this, it may be best to outsource this work. Additionally, make a habit of the basic security practices, such as using strong and unique passwords, managing individuals' access to your systems, and expressing caution with unrecognized emails. In an ideal world, each business would have sound and established cybersecurity plans and procedures-however, as this is costly, not everyone can afford to do this. Alone, the previously listed actions would increase protection significantly compared to if they were not practiced. Many consulting firms offer cybersecurity services to provide full-scale solutions for business, which as we continue to rely on technology, could be worth considering.

RESOURCE REPOSITORY

YOUNG SHARKS/JUNIOR SHARKS
3RD-8TH GRADE ENTREPRENEURSHIP PROGRAM

SIGN UP NOW
GENESEE COUNTY TEACHERS! **2023 LAUNCH**

PROFESSIONAL DEVELOPMENT
JANUARY 17 FROM 4PM-6PM
Genesee Intermediate School District
2413 Maple Road, Flint MI 48507

To register, please visit:
go.umflint.edu/sharks2023

For additional information, please contact
Paula Nas at pnas@umich.edu

Logos: Flint Dept of Economic Development, Sea University Center for Community and Economic Development, Charles Stewart Mott Foundation

FUNDED BY: CHARLES STEWART MOTT FOUNDATION

GET FREE TICKETS HERE: [QR CODE]

PITCH FOR \$K
IDEA PITCH COMPETITION

GET YOUR TICKETS TODAY!
www.thepitch4k.com

Jan. 26th | **Berston Field House** | **5:30 PM**
3300 Saginaw St. Flint, MI 48505

Prize Layout:
1st Place - \$5,000
2nd Place - \$2,500
3rd Place - \$1,000
People's Choice - \$1,000

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

Logos: Michigan Economic, 100 & 104.5, North Gate, Social Group, Flint Prints!, Office of Economic Development

LEARN MORE!

LEARN MORE!

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

34%
PRODUCTS

35%
SERVICES

10%
SOFTWARE

14%
SOCIAL IMPACT

PRESENTED AND PROGRESS TO DATE

931
IDEAS

686
ASSESSMENT

182
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.