



# NEWSLETTER



## WE MOVED!

As many of you are already aware, 100K Ideas has officially moved into our new space at the Dryden Building. We have been operating out of this space since the beginning of April and are slowly working on the buildout of our new work area. Through the creation of a new micro-business resource center, as well as bringing back Shops on Saginaw, 100K has big plans for the services and programs available in the near future. Make sure to stay tuned on our socials, website, and through our emails so you don't miss out on these happenings, as they progress. We are super excited for what this next step holds for our organization!

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

### *Features*

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**1,000 IDEAS!**

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**ADDITIONS TO THE TEAM**

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**PITCH FOR \$K**

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**FUNDRAISING**

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**CLIENT STORYTELLING**

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**COMMUNITY HAPPENINGS**

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**AND MORE!**

# 1,000 IDEAS!

On top of our recent move, 100K Ideas is celebrating another huge milestone for our organization... we have officially helped with 1,000 ideas! We are happy and proud of this achievement, offering a safe space that encourages innovation and entrepreneurship within our community.

In celebration, we ran a fundraiser throughout mid-June, receiving \$10 donations to help us continue in our work, as we aim for our next 1,000 ideas. If you never got the chance and would like to contribute, there's still time! Click the button below to make your own contribution.



[DONATE](#)



We appreciate all the constant support we have received over the years that has allowed us to hit this goal, we couldn't do it without any of you. We are excited to continue with our mission, to continue the work we do, and to continue to offer even more services to new and upcoming innovators of the future!

**LET'S WORK TO BRING 1,000  
MORE IDEAS TO LIFE!**

## ADDITIONS TO THE TEAM



Lillian is a new project manager on the 100K Ideas team! She is currently in college at Saginaw Valley State University, studying General Business. In her free time, she enjoys going to the gym, spending time with family and friends, as well as volunteering!



Shiloh is starting at 100K Ideas as a project manager on our student staff team. He is currently a marketing student in his junior at the University of Michigan - Flint. His hobbies include: Photography, songwriting, singing, mountain biking, hiking, and screenwriting.

## 100K IN THE MEDIA



100K Ideas hosts 2nd annual 'Mad Innovator'

# PITCH FOR \$K

100K Ideas held a third competition, in our fourth year, of the Pitch For \$K - Idea Pitch Competition. This was made possible with the generous support of the Charles Stewart Mott Foundation.

The third competition of this year's series was held on June 14th during the Flint & Genesee Chamber luncheon 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 Miracle McGlown with "1:Eleven".

"With the winnings of the money from Pitch For \$K, I plan to trademark my business, insure it, and also purchase better tools and more leather materials to speed up the process of my demand of my brand 1:Eleven" says Miracle, owner of 1:Eleven.

Second place was awarded to Robyn Young with "PRİZ APPAREL" winning \$2,500. The Third place winner of \$1,000 was awarded to Marques Parker for "Solutionary". Ellen Burgess was awarded \$1,000 for the People's Choice for her idea "Mr. Chip Cookie Co.".

Our next Pitch For \$K competition, starting our fifth year, is scheduled for October 19th, 2023. To 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

## FLINT FREEDOM SCHOOL COLLABORATIVE

100K Ideas has returned to programming with the Flint Freedom School Collaborative. This summer, the youth of the program will engage and interact with the 2023 Summer Fellows. Each week the Fellows will lead these youth through constructing STEM Kits of various subjects/industries, from civil engineering to chemistry. The Fellows spent the first day, this past June, getting to know the youth and leading them through interactive icebreakers.

The activity hour was full of excitement as students mixed different colored power and chemical agents to get a color reaction. Another group made their first paper mache journals. Participating in these activities gave the students, and Fellows, an opportunity to learn a little more about STEM, in a fun and creative environment. Both the youth and Fellows enjoyed making their journals and learning about the different colorful mixing combinations of chemistry.

This kicked off a great first session of the Flint Freedom School Collaborative Summer Session. Both Fellows and youth sparked a close relationship, and are very enthusiastic and excited for future sessions.





## FUNDRAISING AT 100K



## 2ND ANNUAL "MAD INNOVATOR"

100K Ideas hosted its 2nd annual "Mad Innovator" Fundraiser at the end of April, which was a major success! The night was filled with dinner, dancing, entertainment, awards, and more, all while raising money to continue to fund our client services. Awards went to LeTasha Peebles, for "100K Ideas Community Champion of the Year" and Jaszmane Sisco, for "100K Ideas Innovator of the Year". We thank everyone who attended, donated, and contributed to our event! Your support will help us continuing facilitating our client services to an abundance of innovators and entrepreneurs within our communities.

## MURDER MYSTERY NIGHT

100K Ideas student staff also hosted their first ever fundraiser this quarter! We had another successful evening, where our students led a "Murder Mystery Dinner", giving attendees a night of thrills and fun. All donations and contributions to this event went directly back to the students' professional development, as we continue to give them opportunities to learn and grow in their educational and professional endeavors. We appreciate everyone who attended and contributed!

Though these events are over, there is always room for kind donations. Feel free to make your own contribution, [linked here!](#)



## CLIENT STORYTELLING

100K Ideas is excited to share our latest 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 month's features, who include:

Sheena Harrison | Drinks of Essence & Fruits of Elegance

Lance McLean | Mi Coffee

Jason Bey | My Bees Nest LLC

[WATCH HERE](#)



# COMMUNITY HAPPENINGS AT 100K

## MONTHLY WORKSHOPS

100K Ideas held two workshops this past quarter. In April, Percivierre Whitmore, from Share the Keys, provided a workshop on "Storytelling". In May, we returned with another "How to Turn Your Hobby into a Business Workshop with Brandee Cooke-Brown, 100K Ideas Executive Director. Both workshops were a major success, we thank everyone who attended and facilitated!



## SUMMER ENTREPRENEURSHIP INSTITUTE

The Summer Entrepreneurship Institute, via the Hagerman Innovation Center, visited 100K Ideas and connected with the staff to learn more about the entrepreneurial resources available to them. 100K Ideas enjoyed showcasing the new space as well as sharing future opportunities for the high school students as part of the summer program. The students were also able to hear from 100K Co-Founder, Phil Hagerman. We look forward to meeting next year's campers!

## LATINX CINCO DE MAYO CELEBRATION

100K Ideas' team spent some time volunteering for the LatinX Technology Center's premier Cinco De Mayo Event in partnership with the Downtown Authority. This is the first time this event was held in Downtown Flint. The staff were excited to take part in this amazing event. We value the relationship we hold with our community partners. Thank you LatinX Technology Center and the DDA for an exceptional event for the community.



## FLINTERNS 2023

100K Ideas was thrilled to participate in the kick off of the 2023 Flinterns program, in multiple ways. Not only did our summer fellows join this event, 100K Ideas hosted all the participating interns, starting their day in our space, to gather and get established in the program. Our fellows were able to enjoy great experiences throughout the city on day one, and we are excited to see the future plans for the Flinterns throughout the summer.

## FLINT WOMEN'S FORUM: CELEBRATION OF WOMEN

100K Ideas' Community Engagement Coordinator attended the Flint Women's Forum: Celebration of Women luncheon. 100K Ideas is excited to support an organization that promotes networking, leadership development, and increased visibility of women in the community. We thank the Flint Women's Forum for inviting us and look forward to future inspiring events.



JUST ANOTHER DAY AT 100K...



# STUDENT STAFF SECTION

## ELEVATOR PITCHING

WRITTEN BY SHILOH LICHOWID

Today, I will help you hand-craft a successful elevator pitch by describing the integral components of rhetoric and teaching you how to captivate an audience.

That right there was a textbook elevator pitch. But what is an elevator pitch, and more importantly, why does it matter?

Well, in a world where attention spans seem dwindling, an elevator pitch is possibly the most paramount sales tactic you can utilize. You don't have to be in sales to use this invaluable information, or even business. No matter what, you're always selling something in life. Whether it be yourself, a product, or a service, life always will present itself as a stage for your prospects. Fruitful elevator pitches consist of three vital components: Audience, Value, and Process. It is key to carefully consider all three so that your "pitch" includes all the information and keywords necessary to sell your idea. It is extremely important that your idea solves a problem, and that the solution is one that makes sense with a good value proposition. Considering all these factors however, you must adjust your elevator pitch slightly every time you use it. Depending on your audience, the structure, and content of your elevator pitch should match. For example, in a room full of investors, it might be wise to have much of your pitch covering numbers and logistical statistics on your idea.

Beyond this, while having a concise one-sentence description of your goal is the core of the elevator pitch, it needs something else. A story. We all love storytelling; it captivates the human spirit at its deepest levels. The real world changes nothing. You've already told your audience what you do, and how you do it. The next step is to develop the reason why. This requires a story. This requires your story. Ask yourself, "why am I doing this?" And really get into the thick of what truly drives you. This is important because pathos, or "the aspect of rhetoric that appeals to the emotional side of the audience's psyche," can only be utilized ethically when spoken from the heart. However, remember that an elevator pitch, including your "story," should be concise and not more than two minutes long. Do this, find your story, and the rest writes itself.

When combined, you have the world's greatest sales pitch, whether you're selling a service, product, or yourself.

# RESOURCE REPOSITORY

## Interested in Growing Your Business?

3 WINNERS WILL SHARE UP TO \$10,000 IN GRANT FUNDS FOR QUALIFIED BUSINESS USE

FOR NEW START-UPS AND EXISTING SMALL BUSINESSES WITH A REVENUE UNDER \$250,000 A YEAR

### FLINT FIRST Entrepreneur Pitch Competition

▶ DINNER WILL BE PROVIDED  
 ▶ RSVP WITH LIMITED SEATING AVAILABLE  
 5pm-7pm  
**JULY 19** FIRST CLASS  
**AUG 16**  
**SEPT 20**  
**OCT 11** FINAL CLASS  
**OCT 18** PITCH COMPETITION

PROGRAM SPONSORS

[LEARN MORE!](#)

FUNDED BY: CHARLES STEWART MOTT FOUNDATION

APPLY HERE:

## PITCH FOR \$K

IDEA PITCH COMPETITION

**SUBMISSIONS OPEN UNTIL JULY 24TH!**

**Oct. 19th** | **100K Ideas** | **5:30 PM**  
801 S. Saginaw St., Flint, MI 48902

**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 info, and to apply, visit: [www.thepitch4k.com](http://www.thepitch4k.com)

[LEARN MORE!](#)

## 100K IDEAS WORKSHOPS

### IP BASICS

w/ guest speakers from the USPTO

Unfamiliar with patents, trademarks, copyrights, and trade secrets? Don't miss this opportunity to learn from United States Patent and Trademark Office (USPTO) experts about intellectual property (IP) basics and potential ways to protect your innovation as you transition from idea to product. The discussion will cover: An overview of intellectual property types: patents, trademarks, copyrights, and trade secrets. Why innovators and entrepreneurs should consider protecting their IP, and Local resources and assistance available through the USPTO and other agencies.

**JULY 11TH**  
 Virtual session @ 12:00pm  
**JULY 12TH**  
 In-person session @ 5:30pm

GET YOUR FREE TICKET:

[LEARN MORE!](#)

WEDNESDAY  
OCTOBER 18TH

Save the date

# MAKE THE SPACE

ANNUAL FUNDRAISER

2023

**FACTORY TWO**  
FLINT MI

[LEARN MORE!](#)

# 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

## % OF IDEA CATEGORIES



## CURRENT 100K IDEAS METRICS



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.