



ANNUAL REPORT

2022



100K
IDEAS

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LETTER FROM OUR DIRECTOR

2022 brought something we missed, normalcy.

While we will never be exactly the same, this was the first time in a while things felt a little like they did before the COVID-19 pandemic and we decided to take full advantage of that feeling. This year we were finally able to implement plans we held off on for two years and see real forward momentum of our three-year strategic plan.

2022 meant some amazing “firsts” for 100K Ideas. This was the full first year of a fundraising plan. For a while, we considered what fundraising would look like for us as an organization, but were unable to bring many of our ideas to fruition. This was the year we were finally able to carry out events and activities that would bring the community into our work. You will be able to learn more about three signature events we hope to continue in the coming years. We also launched Operation Ready to Scale. This program, supported by the City of Flint, gave us the opportunity to provide accounting services to our local small businesses at no cost to them, which is a game changer for early-stage businesses.

2022 also meant a lot of “seconds” and “thirds” as well. We entered the second year of our three-year strategic plan and were excited to work towards completing our set goals. In the following pages, you will be able to see how we did in meeting our benchmarks for year 2. Also, you will see updates on our Storytelling Project and how we have continued to engage youth with our 100Kids programming.

This year’s report highlights progress across all of our programs and how close we are getting to that 100,000th idea mark. We also included updates on our student staff members and alumni, as well as, our community engagement and Office Hours Innovation grant program.

We hope you enjoy reviewing our year and appreciate your continued support! We have a feeling 2023 is going to be pretty special ;-).

- 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
ShopHouse Park



MARCUS RANKINS
VICE PRESIDENT
Metro Community
Development



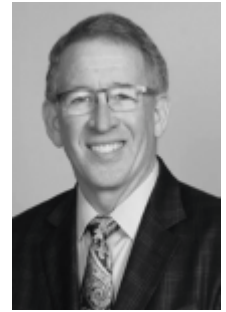
DYLAN LUNA
TREASURER
Flint & Genesee
Economic Alliance
Business



MIA MCNEIL
DIRECTOR
AARP Tenesee



CATHY GENTRY
DIRECTOR
Sloan Museum &
Longway Planetarium



PHIL HAGERMAN
DIRECTOR
Skypoint Ventures

PARTNERS

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





STRATEGIC PLAN

STRATEGIC PLAN OVERVIEW

In 2020, 100K Ideas started their strategic planning process with the goal to set the vision for the next three years. The plan centered on our priority of Relieving the Innovator of the Entrepreneurial Burden and Developing an Innovative Workforce. 2022 marked the second year of our plan and we are incredibly proud of the progress we have made.

The next few pages provide a summary of the plan, followed by our goals for Year 2 with the respective progress we made.



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 TWO | PRIORITY ONE

STRATEGY

CONTENT

PROGRESS

1

Reach out to 20 local organizations to facilitate 100K Ideas informational presentations.



Host 12 workshop sessions for the year, increasing participation by 10%.



Increase participation in office hours, across all three locations, by 10%.



Grow community engagement for Pitch For \$K, increase volunteer participation by 10%.



Increase follow-on support for clients by 5%, focusing on:
Referrals with other organizations
Product development



2

Increase participation in Next Step Bundles with 20% sign-up.



Expand 100K Ideas' "Circle of Friends" to 8 members.



Recruit 3 new organizations to partner with for 100K Ideas assessment services.



3

Continue highlighting 100K Ideas clients via the storytelling project. Increasing the number of client highlights to one client per quarter.



Evaluate impact of project, specifically around follow-on support for highlighted clients 4th quarter of 2022.



YEAR TWO | PRIORITY TWO

STRATEGY

CONTENT

PROGRESS

1

Maintain monthly Professional Development for 100K Ideas' student staff with 30% reporting they gained new skills.



2

Launch 100K Ideas Alumni network 2nd quarter 2022 and recruit 5 100K alumni to join.



Recruit 2 industry professionals to join the 100K Alumni network.



Establish sponsorship structure to support the alumni network by recruiting 1 sponsor.



3

Recruit 9 current college students, including 2 without Flint & Genesee county ties, to participate in the summer Fellowship opportunity.



Introduce Fellowship Evaluation Structure to determine how previous Fellows used this experience in their career development.



Expand High School Experience students to 12 students for the Fall 2022 cohort.



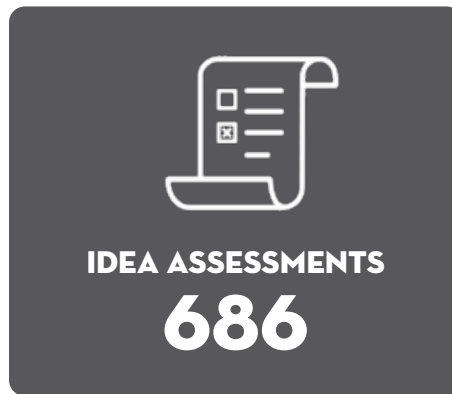
Facilitate 5 collaborations with classroom and/or local youth organizations.





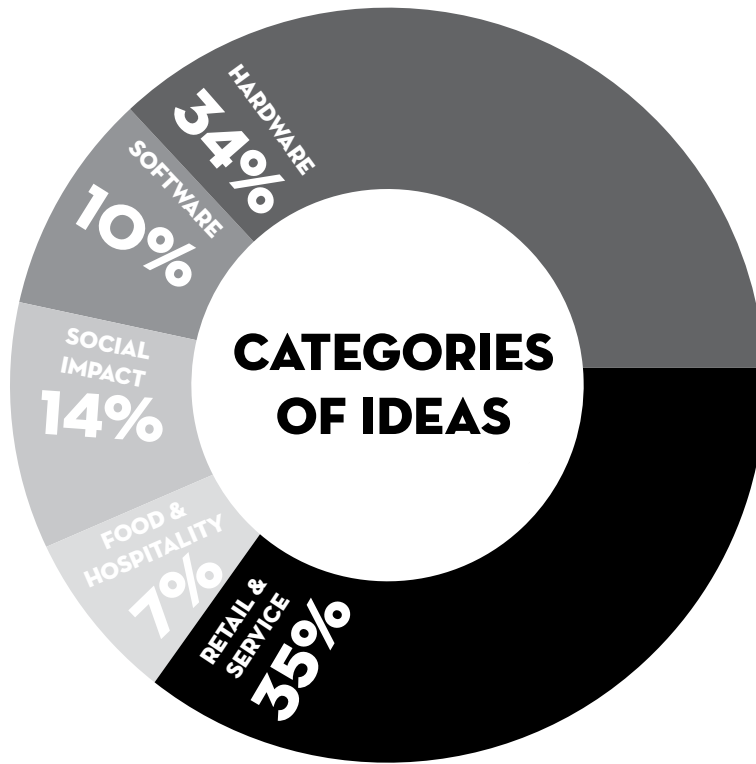
100K Ideas continues to make progress towards reaching our goal of 100,000 ideas. The next few pages show where we are in this journey and a breakdown of who we are serving.

METRICS UPDATE

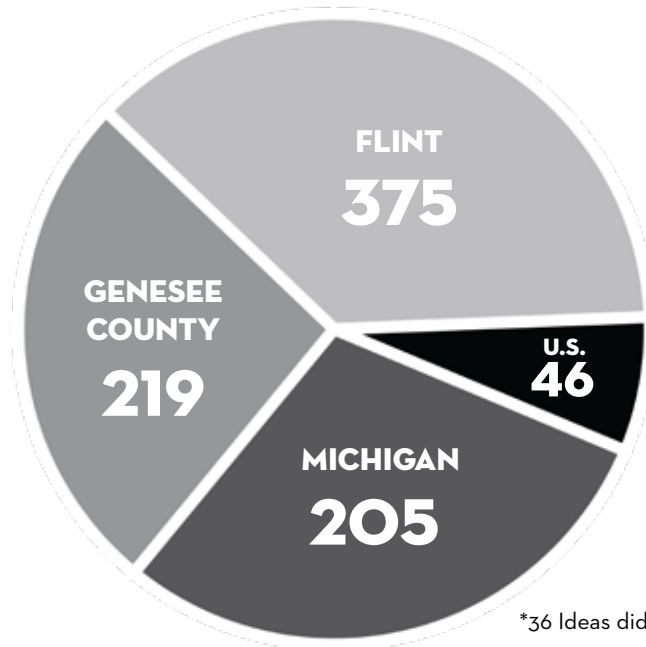


* "Scholarships" refers to the waive of the binder fee for clients. We offer these scholarships to those who are students, those in financial need, veterans, etc.

** "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



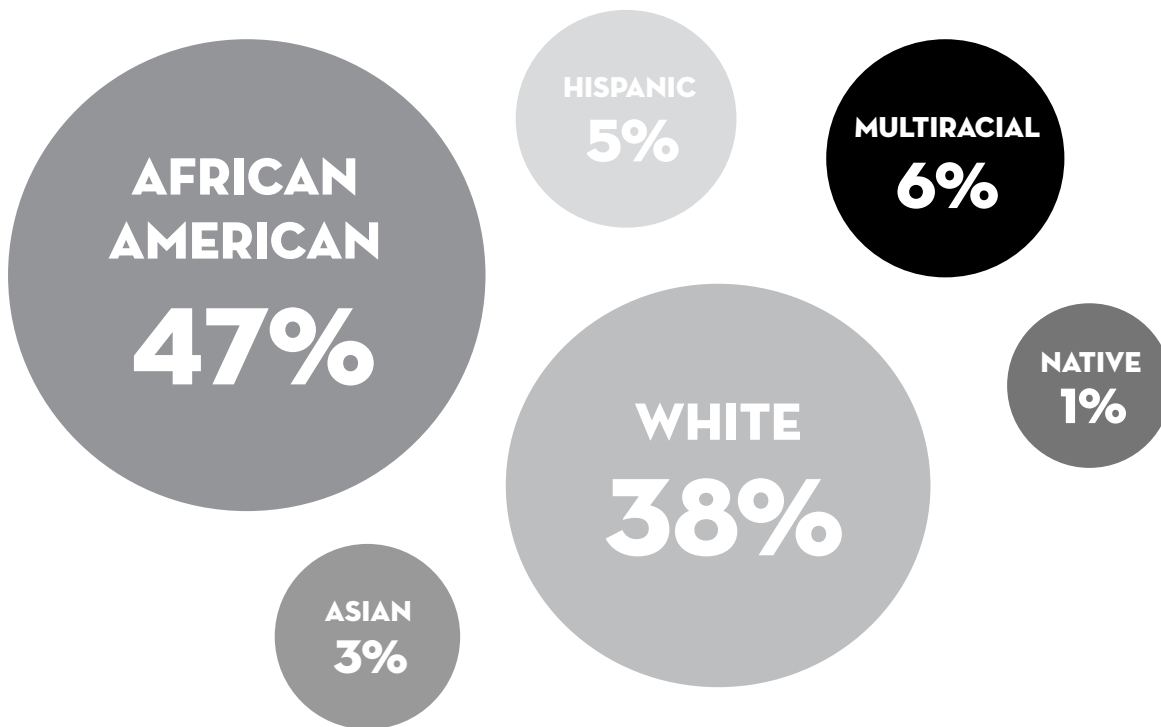
*36 Ideas did not specify location

GENDER



*6 Ideas did not specify gender

RACE & ETHNICITY



*27 Ideas did not specify race & ethnicity



CLIENT HIGHLIGHTS

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



I thought leaving my full-time job to pursue to my passion would be the scariest thing that I ever did . Boy, was I wrong.

In 2022, I started Training with Kris K. as a remote training, mobile training, and meal planning business. I knew that I had the clinical skills to train clients, but I felt that my business knowledge was lacking. I found out that 100K helps people in my situation. Working with 100K Ideas gave me the confidence and support that I needed to make my passion a business reality. The one on one appointments guided me on getting my LLC, tax ID number, as well as helping with a business plan and logo design. I would highly recommend 100K to anyone thinking about starting their own business.

Training with Kris K offers a variety of services that promotes health and fitness. Some of my personalized services include: creating weekly menus , exercise plans , individual and group training , and fitness assessments.

My ultimate goal is to provide a positive experience that enhances health and fitness tailored to each client. For a free one hour consultation, or questions please feel free to contact me at:

810-869-1695 | kristinekotula@gmail.com

- KRISTINE KOTULA, OWNER



My name is Miracle McGlown I am the designer of the Brand One:Eleven where I specialize in handmade leather handbags, wallets, luggage's and more made in Flint Michigan.

I learned this craft in prison while doing a 20 year sentence entered a leather crafting class where I was know for my unique designs I was fortunate to receive clemency from President Obama after serving 10 years and during the pandemic I decided to open for business doing custom handmade bags.

During my time of opening my website and going e-commerce I was introduced to 100k idea giving me great help with everything from knowledge of how to design my website to connections like Factory 2, entering a program that offers me space and better tooling to speed my process up for my high demand. Putting my 13 years of experience together with 100k ideas I plan to be one of the top designers with handmade products in the world.

One Eleven is a unique brand that's custom hand-made that the business success will lead to obtaining a contract in high-end designer stores, airports for luggage necessities, and maintaining the ecommerce storefront.

**www.televenleather.com | 810-256-4661 |
info@elevenleather.com**

- **MIRACLE MCGLOWN, OWNER/CREATOR**



Our journey to entrepreneurship began during the Covid-19 pandemic. Upon arrival to Michigan from Florida pursuing greater opportunities as a clinician, I immediately noticed the gap in activities for adults with special needs. As we started to gather information, another gap was evident, the Haitian cuisine and culture was absent within the community. With great pride, we officially registered Tropix Kitchen in April 2022. Prior to 100K ideas, we presented our business at Flint Soup. We are working to offer authentic Haitian cuisine through several routes starting at the Flint Farmers Market. We are determined to bring the culture of Haiti to the community while providing opportunities for inclusivity for those with developmental disabilities. Tropix Kitchen is working tirelessly behind the scenes, ensuring that all necessary arrangements are made, and we are eagerly looking forward to announcing our activities series to the public. Stay tuned for the exiting updates.

Tropix Kitchen aims to bring the flavors of Haitian cuisine right to your doorstep, allowing individuals to savor our dishes in the comfort of their own homes by following simple reheating instructions. We strive to engage the community through several cultural experiences, including pop-ups, special events and interactive cooking classes. Additionally, we will offer pre-orders and catering services for pick-up, ensuring that everyone can enjoy the authentic taste of Haiti at their convenience.

810-522-8020 | info@tropixkitchen.com

- **CARMICHAELLE JOSEPH, OWNER**



100K IDEAS STORYTELLING

We were excited to continue sharing our client's journeys through our Storytelling Project. This year, we had the pleasure of highlighting some amazing clients who shared their entrepreneurial journey, lessons they learned, and how 100K Ideas assisted them. In order to add a spotlight to these stories, we partnered with local publication, Flintside. Flintside provided a written feature to accompany each story, further expanding our audience. We were excited to add 12 local entrepreneurs/small businesses to the program this year.

Thank you to all of our featured entrepreneurs, funders, and contributors to this project.

Check out our YouTube channel for full episodes, here:



2022 Features:

Carter Holmes | Flipsity LLC

Jonathan Blanchard | STEMLETICS

Jaszmane Sisco | Little Suga's

Jennifer Johnson | Elation's Health

Tony Vu | Flint Social Club

Jeron Dotson & Justin Bush | The Poké Bowl

Shane Proulx | Flint City Sporting Club

Peter Deppe | KUHMUTE

Kasey Calvert | Hidden Gems Institute

Kris Kotula | Training with Kris K.

Jalondria Dhruvo | J. Nicole Customs & Reviving Roots

Tammara Owens | Mamie's Protein Smoothie Queens

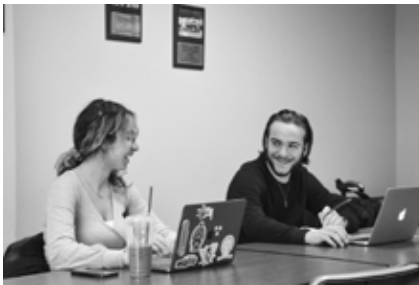




COMMUNITY ENGAGEMENT

OFFICE HOURS

100K Ideas enjoyed another year offering Office Hours to various community hubs throughout Flint. 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, Berston Field House and the LatinX Technology and Community Center. We are passionate about connecting with the community and being conscious of their comfort. We make it a priority to create a safe space for idea sharing and exploration.



OFFICE HOURS INNOVATION GRANT

With the generous support of the Ruth Mott Foundation, we were able to continue the Office Hours Innovation Grant program. This program provides capital to early-staged entrepreneurs to cover expenses incurred during the “launch-stage” of their business. Eligible applicants must have brought their idea through the 100K Ideas process, demonstrated a need for funding, and resided in north Flint. Awarded participants received \$1,000 to be used towards moving their business forward.

2022 Awardees:

- Donjale Wright - Papered Disposable Products
- Jake Kendall Jr - KB Party Rental
- Jason Bey - My Bees Nest
- Jarinne Ishmel - Rollosophy Ice Cream and Churros



WORKSHOPS

100K Ideas continued our monthly workshop programming, facilitating one session each month during 2022. 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 ingrained in our community. Our workshop structure consists of a presentation followed by a Q&A session so participants are able to ask any questions they have. We have continued to host virtual workshops during lunch time and offering in-person workshops in the evening at the Ferris Wheel Building.

The topics and facilitators included:

- Branding | Hien Lan | Huck Finch
- Resume Building & Networking | Antonio Riggs | UM-Flint SOM
- Finance Literacy | Huntington Bank
- Financial Credit & Readiness | Metro Community Development
- How to Turn Your Hobby into a Business | Brandee Cooke-Brown | 100K Ideas
- eCommerce | Kayla Laird | Lord Laird's Lemonade
- IP Basics | USPTO
- Quickbooks | Luther Brown | John L Group
- Packaging | Ellen Burgess | FlintPrints
- Venture Capital & Angel Funding | Matt Okoneski | Red Cedar Ventures & Michigan Rise
- Business Formation Basics | Nick Goldsworthy | Witt & Goldsworthy, PLLC



VOLUNTEERING

In 2022, 100K Ideas continued our team volunteering engagements. Each quarter, 100K Ideas staff volunteered with local organizations to give back to our community. We are always excited to partner with others to support Flint!

The activities/events included:

- 100K Ideas Staff Volunteer at the Eastern Food Bank (twice)
- Judging at Kettering Young Innovators
- Big Brothers Big Sisters of Flint & Genesee County Gary Haggert Bowling for Kids' Sake
- Whaley' Children Center Cereal Drive
- Kearsley High School Career Fair
- Mock Interviews Grand Blanc Early College TeenQuest/ Kearsley High School
- WAY Academy of Flint - Career Day
- Read Aloud to the Youth of Flint Freedom School Collaborative
- Graveyard Get-down Halloween Event at the LatinX Technology & Community Center
- Flint's Small Business Saturday Winter Wonderland

OPERATION READY TO SCALE

Thanks to the generous support of the City of Flint, 100K Ideas launched the Operation Ready to Scale Program. The program was developed to provide Flint-based businesses 4-paid hours of accounting support from the John L Group. Accounting and finance support continues to be a significant need for the small business community, so the ability to cover some of the costs to support tax preparation and bookkeeping would provide the participants a little relief.

To participate in the program, the business had to be based in Flint, MI and be considered operating (generating revenue). In total, 25 small businesses were able to receive support from the program.



The Giving Tree

Share by Volunteering





PITCH FOR \$K

100K Ideas had the pleasure of facilitating the Pitch For \$K - Idea Pitch Competition, once again, in 2022. With the generous support of the Charles Stewart Mott Foundation, 100K Ideas facilitated three competitions for the year. 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 with a pitch clinic facilitated by the University of Michigan - Office of Research and Economic Development. The participants were also paired with mentors to help flesh out their ideas while preparing for their pitch.

The People's Choice prize was 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 \$28,500, bringing our grand total to \$119,000 to date.

In January, the competition was held virtually to accommodate for the COVID-19 pandemic. The competition took place on January 20th, 2022. To date, the competition has been viewed over 510 times.

1ST PLACE & PEOPLE'S CHOICE

FABIAN HAYWOOD
Eats Station



2ND PLACE

JEFFREY CAREY
Think Tank Brewery



3RD PLACE

JASON BEY
My Bee's Nest LLC



In May, we returned to an in-person format, hosted by the Flint and Genesee Group during their Monthly Luncheon on May 11th, 2022. The competition was also live streamed, allowing supporters of the participants to also view from home. To date, the competition has been viewed 300 times.

1ST PLACE

TERRIN BRYANT
Flint Water Bell



2ND PLACE & PEOPLE'S CHOICE

ROBERT WALKER
Gas Money



3RD PLACE

CHARLIE DOBSON
We Swim Aquatics



In September, the Ferris Wheel Building hosted the competition on September 22, 2022. The competition was also live streamed, allowing supporters to cast their vote for the People's Choice Award and view at home. To date, the competition has been viewed 310 times.

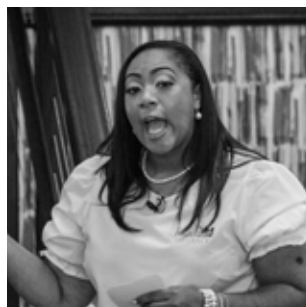
1ST PLACE

FAITHANN CUMMINGS
Cuisines



2ND PLACE

SHEENA HARRISON
Fruit of Elegance



3RD PLACE

BEN LOGAN
Ben's Buzz Box



PEOPLE'S CHOICE

AISHA HARRIS
Harris Family Helath



Community Partners:



Funded By:





FUNDRAISING

2022 was the first year 100K Ideas kicked off a year-long fundraising plan. Check out the events we held and plan to continue annually in the years to come!

HOT QUESTIONS CHALLENGE

Early in 2022, 100K Ideas hosted the Hot Questions Challenge to support our student workforce programming. This event involved the entire team, where the three student staff members who raised the most money would be able to select three leadership staff members to eat a few chicken wings covered in some pretty hot sauce. Leadership staff participated in raising money as well. The highest earner on the leadership team would have veto power and not have to participate in the challenge if they were selected.

This event was all in good fun and good food. Thank you to Blackstone's for hosting us and our staff for being great team members for this event!

MYSTERY BOX AUCTION

As the summer was coming to a close, we hosted our first Mystery Box Auction fundraiser. Our Community Engagement Coordinator, Vivian Williams, developed the idea for this event featuring local small businesses, a bit of mystery, and some competition. Several small businesses donated items for 100K Ideas to auction off, however, there was a catch...the bidder had no idea what was included in the box.

This made for a fun night with some awesome unveilings. Thank you to the attendees, sponsors, and businesses for donating and supporting the event!



MAD INNOVATOR FUNDRAISER

This year we hosted our first 100K Ideas Mad Innovator Fundraiser! As we continue to grow as an organization, we thought it is important to bring the community into what we are building. This event was designed to celebrate our clients and let attendees know about all the programs we provide, in addition to our direct client services. Through a short video presentation, event attendees learned more about our Office Hours program, 100Kids youth programming, the Summer Fellowship, and our Student Workforce.

Our fundraiser was hosted at the Flint Farmers' Market, providing the perfect backdrop for our support of small businesses and entrepreneurs. The evening was filled with networking, great food, and great music. We look forward to continuing this event annually!



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100K IDEAS
(one-hundred-k-ideas) noun
A non-profit organization with a mission to relieve the innovator's financial burden.

100K IDEAS
hub-idea / noun



100K IDEAS
noun

EVERYONE HAS AN IDEA...
HOW DO YOU MAKE IT YOURS?





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 the Ferris Wheel Building.

School visits to 100K Ideas included:

- School Visit - Atherton Jr/Sr High
- School Visit - Linden & Lake Fenton High School
- School Visit - Bendle High School
- School Visit - Fenton High School
- School Visit - Bentley and Hamady High Schools'
- School Visit - Goodrich and Madison Academy
- In The Beginning 1st Ward Project After School Group
- Kettering University - School of Management Visit
- Flex High 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.

Organization collaborations included:

- GISD Problem Solving Summit
- GISD Youth Entrepreneurship Pitch Competition
 - Supported Corresponding High School Pitch Clinic
- Boys and Girls Club of Greater Flint
- Michigan Invention Convention; Youth Pitch Judge
- University of Michigan - Flint Hagerman Center's Zillion Solutions Competition



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 104 students from across the country. In the next few pages you will get a peek at our current staff, our 2022 Summer Fellows, as well as some of our alumni.



BRIË POLEHNA
LEAD PROJECT MANAGER & GRAPHIC DESIGNER

Brië attends U of M - Flint and is studying Graphic Design. In her freetime, she enjoys camping, traveling, and having family game nights.

“I have learned and grown so much throughout the time of my being here. I have acquired a new position as lead project manager and I am getting the opportunity to learn and grow in this role as well as being a graphic designer here as well. I enjoy interacting with clients in both roles and am looking forward to the other opportunities that I encounter.”



JOHN HACKNEY
LEAD PROJECT MANAGER

John 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!

“Helping people see that their ideas can become their reality is very fulfilling and what I love about working for 100k. My time at 100k has taught me a lot about starting a business, and has helped me see that ideas can become businesses if you do the right research and know where to go to get the right tools. I also have a passion for helping out in my community and I believe a great way in doing so is through building up local businesses to create a flourishing local economy. The city of Flint is a great city and the people have so much to offer, and I am excited to work with 100k Ideas and our clients to show that off to the world.”



MARQUES PARKER
LEAD PROJECT MANAGER

Marques is a current senior at the University of Michigan-Flint studying Entrepreneurship and Innovation. Marques is an entrepreneur and enjoys writing poetry, reading, and working out in his free time.

“I hope to change the world for the better and believes working for 100K Ideas will be pivotal to the process. Being a Flint native, I love being able to engage with members of the community and gain valuable experience to assist myself in the future as a leader and entrepreneur.”



HANNAH GREEN
LEAD PROJECT MANAGER

Hannah 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.

"I love to work at 100K Ideas because I think it provides a great experience to the students who work here. I have learned skills and processes I never imagined I would obtain as a young professional. I love the team and the work we do."



AARON HALL
PROJECT MANAGER

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

"Working as an intern here gave me a great experience. I am happy to have returned as a PM, I am ready to see all the positivity and creativity 100K brings along with it."



BRADY AFTIMOS
PROJECT MANAGER

Brady is completing his fourth year at Saginaw Valley State University, earning a BS in Computer Information Systems with a minor in Cybersecurity. In his spare time, he enjoys snowboarding during the winter, having gatherings with close friends, and golfing!

"Working with 100K has been a rewarding experience thus far, meeting great people that are striving for more. In various ways, 100K is a very valuable asset to the local community and I'm glad to be part of such a great team of people."



LAUREN FORGACS
INDUSTRIAL DESIGNER & PROJECT MANAGER

Lauren is in the second year of her Master's program at the College of Creative Studies studying Colors and Materials Design. In her free time, Lauren likes to hang out with family and friends, spend time outside and explore new places.

"I'm really excited about working with a wide range of different ideas and people at 100K, while also personally growing as a designer. I also am looking forward to collaborating in a team environment and being a part of Flint!"



CALEB MARTIN
ENGINEER & PROJECT MANAGER

Caleb is currently attending Mott Community College, studying CAD and Design. He enjoys sports, spending time with friends, and hiking.

"Being here at 100K and helping people's ideas come to life is such a rewarding and inspiring experience. The work our company does in this community is so important because no matter how big or small it is, everyone's idea deserves a chance."



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."



100K IDEAS SUMMER FELLOWSHIP

100K Ideas hosted our 3rd Annual Summer Fellowship from May 2022 - July 2022. This year's program returned with two participants from Michigan State University. 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.
- They learned more of the Entrepreneurial History of Flint from University of Michigan-Flint's historical archivist.
- Heard from Guest Speakers such as Isaiah Oliver, President and CEO of the Community Foundation of Greater Flint, and learned about how to balance work and home life, as well as how to stay up-to-date on Professional Development and improving one's self.
- Completed a group project where they researched, sourced, and produced a product to add to 100K Ideas' line of merch items. The Fellows created three designs for inspirational stickers.
- Worked with the Porch Project where they toured and met residents on the northside of Flint. The fellows helped paint three porches.





ELLA VALLEY

Ella is part of our 100K Ideas 2022 Summer Fellowship! She is a rising sophomore at Michigan State University, studying Marketing. In her free time, she loves to hangout with friends and family, workout, and spend time on her boat.



TARIQ JONES

Tariq is currently a fellow, part of our 100K Ideas 2022 Summer Fellowship. He is currently a rising junior attending Michigan State University. He is majoring in Games & Interactive Media and minoring in Computer Science. He enjoys learning new things, storytelling, and analyzing media.



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
- Northwood 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
- Biology
- Broadcasting
- Business Administration
- Business Management
- CAD Design
- Collaborative Design
- Communications
- Computer Information Systems
- Economics
- Entrepreneurship
- Electrical Engineering
- Finance
- Fine Arts
- Games & Interactive Media
- Graphic Design
- Human-Centered Design
- Industrial Design
- International Business
- Marketing
- Materials and Finishing Design
- Mechanical Engineering
- Product Design
- Public and Nonprofit Admin.
- Science
- Social Entrepreneurship



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.



BATOUL BURBAR
PROJECT MANAGER

“I didn’t realize just how much I learned at 100K Ideas until after leaving. My confidence when it came to public speaking grew tremendously, my teamwork skills were strengthened, and my critical thinking skills in almost any situation were sharpened. Working in an environment with people who are eager to bring their ideas to fruition & people who were willing to help make that happen gave me a sense of what it was like to be a hard worker. I spent my days diligently working to become a better project manager for my teammates and, most importantly, our clients. I was able to build bonds with people of all different backgrounds to help me become more insightful and aware as both a person and as a professional. This experience allowed me to become a better team player, a better organizer, and a better leader. I strongly believe this position not only helped me grow into a young professional but that it also helped me develop personally.”

Batoul is working remotely as a Marketing Account Manager for LYFE Marketing in Atlanta, GA.



MADISON ZAREMBA
GRAPHIC DESIGNER

“Working at 100K Ideas as a graphic designer gave me a great opportunity to sharpen my skills as I was learning them in school and has overall helped me better acclimate into the professional world. I was able to work with clients hands on, helping build my communication skills as well as my design skills as I worked on a multitude of varying projects. It built up my appreciation for the community in Flint and helped me see the importance of supporting entrepreneurship and innovation. I was also able to see the importance of teamwork as I worked closely with other students, getting to know them and forming lasting friendships. I am so thankful for my time at 100K and am so glad I had the opportunity to be a part of their team.”

Madison is working for Woodland Direct, in Auburn Hills, MI, as a Jr. Graphic Designer.



ALEX WEBER
INDUSTRIAL DESIGNER

“Working at 100K was such such a great experience to kick off my professional career as an Industrial Designer. It was so fun working with a variety of clients that came to us with unique product ideas all tackling a range of issues. One of my favorite parts of the job was getting to know the clients motivation for coming up with the idea and using that as inspiration for the design of the product. Working with the 100k team as well as clients helped me to develop my communication and teamwork skills, I have continued using these skills to this day and will continue using them through my career. I want to thank everyone at 100k for allowing me the opportunity to grow into the designer I am today.”

Alex is currently working as an Industrial Designer at Fellowes Brands in Itasca, IL.



ANNA CHURCH
PROGRAM ADMIN.

“Being a project manager and program admin. at 100K Ideas was a highlight of my time in college. The skills I learned not only related to my studies at UM-Flint, but also provided me with applicable work experience. As a project manager, I was able to learn from other entrepreneurs and help them through what I learned from peers at 100K. Taking on the role of program admin. exposed me to the wonderful Flint community and its Entrepreneurial Ecosystem. Both roles were extremely beneficial, as they helped me to become more knowledgeable in both business and communications.”

Anna now works as a Program Lead for the Hagerman Center for Entrepreneurship and Innovation, at UM-Flint, in Flint, MI.



GABRIELLO CALAMITA
PROJECT MANAGER

“100K Ideas was an amazing opportunity for me as not only a young professional, but a student athlete. They were flexible with my schedule and allowed me to grow and develop on my own path. They were supportive and gave me the opportunity to learn the basics of businesses here in the United States. From a professional standpoint, 100K allowed me to leverage the experience for full time positions and aid in finding my direction in future careers. The relationships with the staff and community I created will last a lifetime and I am grateful for the opportunity 100K gave to me.”

Gabriello is now a Licensed Mortgage Agent, specialized in Purchase, for Rocket Mortgage Canada, located in Windsor, Ontario.



BROOKLYN CROWDER
PROJECT MANAGER

“I’m so thankful for my time at 100K Ideas! It has truly been an unparalleled experience when I reflect on my role and the staff. The leadership team places value on each team member and cultivating a positive culture. They make sure you are seen, heard, and given the resources to grow personally and professionally. As a PM, I got to practice developing and harnessing business skills essential to research, business development, marketing / strategy, and client account management while also having the flexibility to learn disciplines from other staff members and grow my knowledge base cross functionally. I’ve been able to have an impact by providing knowledge and solutions to entrepreneurs, deepen my sense of community through 100K’s volunteering efforts, and experience transformative growth alongside amazing team members and leadership staff!”

Brooklyn is now a Project Manager at the American Society for Quality, located in Milwaukee, WI.

LEADERSHIP TEAM



BRANDEE COOKE-BROWN
EXECUTIVE DIRECTOR



JENNIFER HICKMOTT
DIRECTOR OF OPERATIONS



DARRELL WILLIAMS
DIRECTOR OF FINANCE



JA'SHANWA JONES
CLIENT SERVICE
ASSOCIATE



PAUL ZEHNDER
MARKETING SPECIALIST



TOM CRAMPTON
PRODUCT EXPERT



VIVIAN WILLIAMS
COMMUNITY ENGAGEMENT
COORDINATOR



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