



NEWSLETTER



YOUNG INNOVATORS

100K Ideas hosted for the second year of the Young Innovators Program. The March 12th event kicked off with 100 Inventions from 4th through 8th graders of Genesee County. Hosting the event and having over 140 students participate was a pleasure. In addition to the 140 students presenting, the Fair Day also included 279 students visiting from various schools. Fair Day provides an opportunity for the Young Innovators Applicants to showcase their invention and have an opportunity to move forward to present at the Michigan Invention Convention at the Henry Ford Museum. 100K Ideas was extremely excited to invite 21 students to Henry Ford's Michigan Invention Convention. Thank you to all of the teachers, and students participating. A special thank you to Kettering University for hosting this amazing event.

Keep reading this newsletter to learn more about updates within Shops on Saginaw and our Startup Hub, additions to our team, local happenings, and more!

Features

ADDITIONS TO THE TEAM

PITCH FOR \$K

SHOPS ON SAGINAW

STARTUP HUB

CLIENT STORYTELLING

HAPPENINGS

AND MORE!

ADDITIONS TO THE TEAM



Patrick started at 100K Ideas working as an intern and has since transitioned into a student Project Management role. He is a 5th year student at Mott Community College, studying Political Science. In his free time, he enjoys working out, gaming, and snacking.

100K IDEAS IN THE MEDIA



Three entrepreneurs share success stories in ninth episode of 100K Ideas' client storytelling series



12 mind-boggling inventions Michigan students dreamed up to make kids' lives easier



Brandee Cooke-Brown of 100K Ideas

PITCH FOR \$K

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

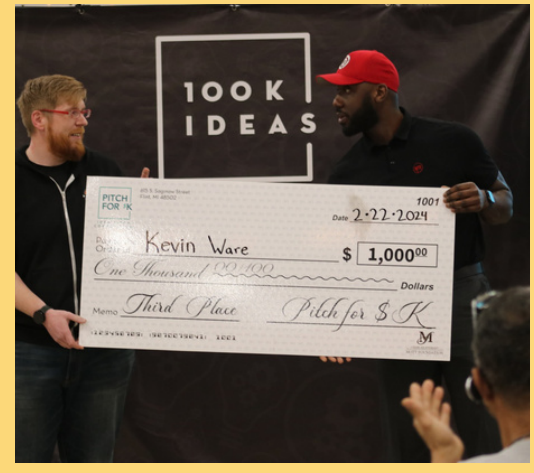
This year's series competition was held on October 26th at the new 100K Ideas space and live-streamed on Facebook for viewers to tune in. In addition to the first, second, and third-place prizes of \$5,000, \$2,500, and \$1,000, respectively, a People's Choice prize of \$1,000 is also awarded to a lucky 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 and the People's Choice was Aliz Mendoza with "I Love Pig".

Mendoza says, "Thanks to 100K Ideas, The Pitch for \$K, and the Charles Stewart Mott Foundation we had the opportunity to present our proposal, and we won the first prize! This victory brings us closer to turning our dreams into reality. We are in negotiations to acquire the food truck, which will allow us to create new jobs, increase our sales, and strengthen our connection with the Latinx community and beyond. Our greatest goal is to continue serving with passion and flavor, uniting the community through our cuisine. My message to you is simple: don't let fear prevent you from pursuing your dreams. When we refuse to be intimidated by our own fears, the potential to achieve extraordinary things is limitless."

Second place was awarded to Melinda Manani for "THE SōL SECTION", of \$2,500. Third place was awarded to Kevin Ware for his idea "The Miters", of \$1,000.

Our next Pitch For \$K competition is scheduled for June 20th, 2024. To learn more, visit thepitch4k.com for all the latest information about this competition. Also, please be on the lookout for more announcements by following us on Facebook and Instagram @thepitch4k.





— SHOPS ON —
SAGINAW



Shops on Saginaw has gained a large number of new vendors this quarter! On top of the previous vendors we have had, 9 new small businesses have joined our space, including: Just Keep Going, Create and Make Studios, Queen Netzo LLC, Do Good Things with Friends, and more. We also have another small handful of future vendors, currently in the process of working to bring items for sale. Keep your eyes on our Facebook and Instagram account, @shopsonsaginaw, so you don't miss out on these new additions. Make sure you stop and shop!

ALL OUR CURRENT VENDORS

- Kitty's Kloset
- Rootless Coffee Co
- FLINTBORNE LLC
- aMaizing BookBee
- The Roman
- GOODBOY CLOTHING
- Elations Health TEA
- One:Eleven LLC
- Detroit Muscle
- MY BEES NEST L.L.C.
- R&D Tee's
- Flint Institute of Music
- Smith and Stone Studio
- Elle Jae Essentials
- Leolas Soap Therapy
- Flint Handmade
- AKADA Home
- Metro Celeb
- Regina Dunn Art LLC
- Julie Abbott Art
- Kkandles LLC
- Gansik
- Lord Lairds
- Gracious Nyah Shea
- Flint City Bucks & Flint City AFC
- Just Keep Going
- EZ Awareness By Design
- Create and Make Studios
- Queen Netzo, LLC
- Do Good Things with Friends
- Baubles By The Bay LLC
- Roxanne Rhoads- Author
- Wombman Unspoken

Interested in having a space in Shops on Saginaw? Apply to be a vendor, below.

APPLICATION



In the past quarter, the 100K Ideas Startup Hub has implemented a couple of new ongoing resources. We started holding monthly networking events, dubbed "Member Meetups", designed for members and newcomers to come and mingle over refreshments with each other, as well as having our ecosystem partners as the hosts. Current Ecosystem Partners include: UM-Flint OED, Best Practices Consulting, Chase Bank, Huntington Bank, I'm Building Something, La'Asia Johnson, and the John L Group. QuickBooks Training has also been held bimonthly within our space via The John L Group. With there being two training sessions per month starting in February, each were indicated separately for beginners and advanced users.

Interested in talking with these individuals and/or becoming a member of our Startup Hub? [Click here](#) to learn more and begin the process!





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:

Sean Murray | Rootless Coffee Co.

Grace Brackney | Callie Swims

Adeola Osun'lowo | Wombman Unspoken

[WATCH HERE](#)



HAPPENINGS AT 100K...

MONTHLY WORKSHOPS

100K Ideas held two workshops this past quarter. In February, Hien Lam from Huck Finch provided a workshop on 'Branding' In March, 100K Ideas hosted a Panel Discussion on Real Estate and Entrepreneurship. Local professionals were invited to talk about the industry and their entrepreneurial journey. All workshops were a major success, and we thank everyone who attended and facilitated!



MYSTERY BOX AUCTION

100K Ideas hosted our Second Annual Mystery Box Auction. The Mystery Box Auction was not just an event, it was a celebration of community, innovation, and entrepreneurial spirit. As a reminder, during this event we auction off boxes filled with products donated by local businesses. The bidder does not know what is in the box until after they have won, they only know who donated the items. We are so appreciative of the amount of support for local entrepreneurs and helping raise funds for Direct Client Services. This event was supported by NRG and many local businesses of Genesee County. The event raised \$2,340.18!

CEREAL DRIVE FOR WHALEY CHILDREN'S CENTER

Stop by and drop off your favorite cereal at the Dryden Building! 100K Ideas is collecting cereal for the youth residents of the Whaley Children's Center. The Center provides vital support, care, and love to at-risk foster children. While the staff learns more about this amazing organization, they also share their favorite cereals to drop off at the end of March. Help support the amazing work of the Whaley Children's Center and donate your favorite breakfast cereal.



SCHOOL VISITS

100K Ideas is excited to host school visits. We had Atherton and Goodrich High School stop by and learn about the mission of the organization. The students participated in a negotiating activity and learned about Pricing Strategy. Thank you, Atherton and Goodrich High School for stopping by!

FEBRUARY ARTWALK

On February 9th, one of our vendors, One:Eleven hosted Art Walk in our space. The business owner, Miracle McGlown, held a live demonstration of himself hand stitching a clutch of his own design. Wine and charcuterie was offered as refreshments along with some throwback tunes to create a cozy atmosphere and have some nice one on one conversation with Miracle, and his team.



BLACK HEALTH & WELLNESS EXPO

Put on by Tamika Hicks from Paints and Chalices Hues The Flint Social Club, this Black Health and Wellness Expo included a variety of things going on ranging from; food vendors, demonstrations, massages, complimentary headshots, esthetics (skincare) and more! The event included a number of speakers talking about all things health and wellness, most notably Dr Aisha Harris as the keynote speaker.

810 WINTER FASHION SHOW

The 2nd Annual 810 Winter Fashion Show was happened within our space! Curated through the efforts What's Up Downtown and the GFAC, this event centered on seven local designers showcasing their winter lines with the help of 25+ local models! The event had a great turnout, with lots of photographers taking photos, patrons partaking in conversation with the designers themselves, and enjoying food provided to them from a local caterer.



...JUST ANOTHER DAY AT 100K



STUDENT STAFF SECTION

STARTING SMALL TO GO BIG

WRITTEN BY GWEN

There is a lot to think about when starting a business. It can be very easy to get overwhelmed or scared of the big obstacles or tasks ahead. Many new business owners get caught in the “giant needs cycle”, when each responsibility or next step seems impossible compared to their current state. But, this is not the case as many of those mountains of duties can be broken down into much more digestible parts.

The first part of moving forward is understanding that any small progress is still progress. Though 1-3 year plans are fantastic, the smaller steps along the way are very important to getting there. Keep this in mind when you are making your next yearly goals to break down each task along the way. Tasks for your business can be as small as sending emails or making a phone call. Each thing that you do for your company opens doors that were not there before. By recognizing that this is progress too, will help to make the “bigger” accomplishments come more easily.

Another aspect of the “giant needs cycle” is the idea that there is one set path to reach a goal, which is not entirely true. For example, say a company wants to raise profits by 10% or gain 300 more customers. There is not an exact formula to achieve these two goals. Marketing more, cutting costs, offering more options, or selling differently are all possible options. Just because one company is successful with one route does not mean that another company will experience the same success with that same route. That is perfectly fine, all companies run differently and excel in different things. The idea of giant need comes from thinking that “this needs to be done for me to get to the goal”. But, finding out that there are several ways to succeed helps relieve the tension and reluctance to move forward because of fear of failure. Always lean into your strengths and go the path that you are most comfortable with. If you are unsure of that, try taking baby steps in one direction, and if it does not work out, go another way to your goal. Each step forward is progress and there are always more ways to proceed.

In all, remember that starting small and playing to your strengths are little things that help lead you to bigger success. Celebrate these wins as they come, add onto them, and watch your business slowly grow!

RESOURCE REPOSITORY

Please join us for a night of

100K IDEAS

“Wine & Design”

[LEARN MORE!](#)

PITCH FOR \$K

NEXT COMPETITION
JUNE 20TH, 2024
STARTING AT 5:30 PM

IDEA PITCH COMPETITION

www.thepitch4k.com

FUNDED BY:

M
CHARLES STEWART
MOTT FOUNDATION

[LEARN MORE!](#)

100K IDEAS WORKSHOPS

PITCH DECK & ELEVATOR SPEECH
w/ a guest speaker from UM-Flint's Office of Economic Development

Interested in building a pitch deck? Looking to present your idea or business to an audience? This workshop will cover the basics of developing and presenting a pitch deck including how to catch the audience's attention, and which information will best position your pitch for success.

APRIL 23RD
Virtual session @ 12pm

APRIL 25TH
In-person session @ 5:30pm

GET YOUR FREE TICKET



M UNIVERSITY OF MICHIGAN
MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
Ruth Mott Foundation

[LEARN MORE!](#)

100K IDEAS WORKSHOPS

IGNITING INNOVATION: UNDERSTANDING THE ENTREPRENEURIAL ECOSYSTEM
w/ guest speaker, Jordan Brown, from SIPI

Join us for 'Igniting Innovation', a collaborative workshop designed to navigate Flint's entrepreneurial ecosystem. Led by SIPI, Inc., Flint's Ecosystem Coordinator, and Jordan Brown, this workshop aims to engage entrepreneurs, community leaders, and ecosystem stakeholders in a collective effort to foster innovation and sustainability. In this session, participants will gain a comprehensive understanding of Flint's entrepreneurial landscape, including available resources, support networks, and just overall tips on how to navigate this hub and spoke framework.

MAY 14TH
Virtual session @ 12pm
In-person session @ 5:30pm

GET YOUR FREE TICKET



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MICHIGAN ECONOMIC DEVELOPMENT CORPORATION
Ruth Mott Foundation

[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

7%
FOOD & HOSPITALITY

31%
PRODUCTS

36%
SERVICES

11%
SOFTWARE

15%
SOCIAL IMPACT

CURRENT 100K IDEAS METRICS

1,116
IDEAS

818
ASSESSMENT

222
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.