



NEWSLETTER



ULTIMATE POP-UP MARKET

Held on the 100K Ideas main floor, during the Back to the Bricks event downtown Flint, was our first ever "Ultimate Pop Up Market". This event was designed to bring in local businesses who were previously interested in being at Shops on Saginaw, but may have not been ready to fully commit at the time. This pop up market allowed for these businesses to give Shops a test run, and be setup for one day at their own designated table. Some businesses who attended included: Carriage Town Ministries, City Branded, Peach Pit Crochet Co., and PNC Bank. This event brought in 350 attendees.

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

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CLIENT STORYTELLING

AND MORE!

ADDITIONS TO THE TEAM



Alexis is starting at 100K Ideas as a project manager. She is currently attending The University of Michigan-Flint, studying Finance, entering as a freshman. A few things she enjoys doing in her free time are photography, trying new restaurants, going to concerts, and exploring new places in Michigan.



Geilah has recently joined 100k Ideas as a Project Manager. She is a junior at the University of Michigan-Flint, majoring in Supply Chain Management, after transferring from Mott Community College. In her free time, she enjoys exercising, cooking and exploring new cuisines, and participating in e-sports.



Tamasha started at 100K Ideas as our new Financial Director. She holds a master's degree from St. Mary's University of Minnesota in addition to a certification for Non-Profit Accounting Professional (CNAP). When Tamasha is not working on innovations in accounting, she enjoys family, pets, drawing, singing, debating and writing stories.

100K IDEAS IN THE MEDIA



Flint: Sparking Innovation and Manufacturing the Future

PITCH FOR \$K

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

The competition of this year's series was held on September 26th at the 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 in the amount of \$1,000 is also awarded to a lucky participant by the in-person and viewing audience.

Seven 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 Tiffany Coleman, 810 Wellness Bar.

"This competition means so much to me, It's a second chance to really go after my dreams. There was a point in time where I lost everything while pursuing my juice bar initially and I was ready to give up after going through consistent disappointment. This was a new wave of energy and confidence for me to go after what I started! With the \$5,000 I'm planning on reproducing a great product that will be consistently available within a farmers market by Spring 2025. " says Tiffany, owner of 810 Wellness Bar.

Second place was awarded to Bronwyn Lipka for their business, Bronwyn.psd, of \$2,500. Third place was awarded to Jeffery Armfield for their idea, Cognition Lifting Systems LLC, of \$1,000. Jeffery, third place winner, was also awarded \$1,000 for the People's Choice!

Our next Pitch For \$K competition is scheduled for February 27th, 2025. To 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.





— SHOPS ON — SAGINAW



Shops on Saginaw has gained new vendors this quarter! On top of the previous vendors we have had, two new small businesses have joined our space, being: Flint Roller Derby and Cardinal by Lata. We also have another 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 Closet
- 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
- Flint City Bucks & Flint City AFC
- 100K Ideas
- 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
- Flint Life Gear
- Natroil
- The Dirty Hippie Company
- Flint Roller Derby
- Cardinal by Lata

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

APPLICATION



This past quarter, the 100K Ideas Startup Hub has hosted a few networking events, dubbed “Member Meetups”. This specific event is designed for members and newcomers to come and mingle over refreshments with each other, as well as having our ecosystem partners as the hosts. Some of our current Ecosystem Partners include: UM-Flint OED, Best Practices Consulting, John L. Group, Huntington Bank, and La’Asia Johnson. These partners host scheduled office hours within our space, allowing our members to have access to their services on the spot.

QuickBooks Training has also been held bimonthly within our space via The John L Group. This has been structured with two training sessions per month starting in February 2024, each were indicated separately for beginners and advanced users. To add to these sessions, our members could become eligible to receive QuickBooks for a year, for free, on us. Since implementing this program, we have had seven members receive a year of QuickBooks for free, with more in the works!

If any of these amazing amenities sound up your alley, become a member of our Startup Hub! [Click here](#) to learn more and begin the process!





SUMMER FELLOWSHIP

This summer, 100K Ideas welcomed two talented college students, Isabel and Evelyn, into Summer Fellowship Program. This 8-week, paid program provided Isabel and Evelyn with hands-on experience in innovation, entrepreneurship, and business development.

Throughout the fellowship, both fellows had the opportunity to explore the entrepreneurial process from multiple angles. They participated in visits to local businesses such as Factory Two, the Flint Farmers Market, and a variety of other local businesses. In addition, they attended inspiring talks from local entrepreneurs and industry professionals, gaining valuable insights from real-world experiences.

One of the program's highlights was a group project where Isabel and Evelyn were tasked with designing and executing a new item for a current client. This project enabled them to apply entrepreneurial, marketing, and sales strategies in a real-world setting, providing them with invaluable knowledge they can carry into their future careers.

In addition to their business ventures, the fellows were heavily involved in community engagement. Isabel and Evelyn participated in weekly service activities, supporting local youth programs and engaging with the Flint Freedom School Collaborative, making a tangible impact on the community.

Isabel and Evelyn's hard work, creativity, and dedication exemplify the values of the 100K Ideas Fellowship Program. As they wrap up their fellowship, they leave with hands-on experience, new skills, and a deeper understanding of entrepreneurship and community leadership. We look forward to seeing what they accomplish next!





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:

Aliz Mendoza | I Love Pig

Kayla Aguilar | Lord Lairds, Queen Netzo, & Mobars

Nicole Richardson | Museum of Modern Black Beauty

[WATCH HERE](#)



COMMUNITY HAPPENINGS AT 100K

MONTHLY WORKSHOPS

100K Ideas held three workshops this past quarter. In July, the USPTO, provided a workshop on Intellectual Property Basics. In August, 100K Ideas' Executive Director Brandee Cooke-Brown presented on "How to Turn your Hobby into a Business". In September, 100K Ideas hosted a Panel Discussion on Product Development with our Product Expert, Mott FabLab Director, Tom Harold, and Executive Director of Factory Two, Warren McClure. All workshops were a major success, and we thank everyone who attended and facilitated!



FLINT FIRST PITCH COMPETITION

100K Ideas opened its doors for the Flint Development Center to host their very own pitch competition in August, 3 entrepreneurs walked away with prizes totaling \$10,000, to help move their businesses forward. Flint First Entrepreneur Pitch Competition was sponsored by Huntington, Metro Community Development, City of Flint, 100K Ideas and The Flint Development Center.

ART WALK - AUGUST

In August, Art Walk was hosted by one of our vendors at Shops on Saginaw- Flint Handmade: another local non profit that specializes in encouraging creative expression and artistic entrepreneurship through handcrafting in Flint and Genesee County. This particular art walk offered some light refreshments and a live demonstration from their very own "Yarn Brigade" knitting various projects live. Multiple knit works were on display, as well as hosting a small raffle for a book to learn about knitting and cross stitching!



810 DAY

Flint's very own local holiday based on its unique area code; "810 Day" resulted in Shops on Saginaw having some fun sales! It was spend \$50 on any item and receive 1 free Flint themed tote bag. Along with this sale, sales from some of our own vendors such as KKandles, and Elations Health were also being held to celebrate the fun holiday!

JUST ANOTHER DAY AT 100K...

COMMUNITY HAPPENINGS (CONTINUED)

COMMUNITY CONVERSATION W/ JUSTINE JOHNSON A MCAAP EVENT

Held exclusively at 100K Ideas, the MCAAP hosted a luncheon that featured a speaking engagement with Justine Johnson, Senior VP and CMO of the office of Future Mobility and Electrification. Lots of engaging questions and talks were had pertaining to emerging mobility technology, and Michigan's mobility ecosystem.



CRIM FESTIVAL OF RACES

During what we all have dubbed "Crim Week", downtown Flint- Shops on Saginaw had adjusted and extended hours to accommodate the heavy traffic of runners and spectators. Shops on Saginaw made sure to have plenty of snacks, drinks, and Flint branded items available for purchase to make the day flow smoothly and remember it by.

100K AT LOCAL EVENTS

University of Michigan Flint's annual Magement Fair

Flint Farmers' Market

Michigan Innovation Showcase Resouces Fair

M.L.K. Coummunity Street Fair

9 Ward Park to Park Resource Tour with GearUP

12th Annual Michigan Inventors Expo 2024

Educare's Business Event

STUDENT STAFF SECTION

PITCHING AN IDEA

WRITTEN BY CAROL

Pitching an idea is something many entrepreneurs often find themselves doing within the many stage of their careers. A pitch is a great way to express your ideas, whether just a verbal elevator speech or with a visual and concise summary of your business. Here are some tips to help you with pitching your business:

- **Know your business:** When it comes to your business, it's not just about what you're offering. Whether you're offering a service, or a product, you must know the problem that you're trying to solve. It is difficult to persuade customers into buying into your business without addressing the problem that you're solving, as well as presenting your resolution.
- **Know your audience:** It is important to know who your customers are, and who you're pitching to. This also includes keeping up with trends and competitions, getting familiar with your market, and focusing on the needs and interests of your audience, this will help you understand and connect with your audience better, making you more familiar and fit for the idea that you're growing.
- **Know your wants & needs:** Set up your priorities, whether it's for a funding pitch competition, an investors event, or just pitching for mentors, it's important to know what you're there for. Staying on track while presenting, expanding on your goals clearly, and making sure you tie your asks into your audience's needs, this will help you engage your audience and connect with them.
- **Practice:** Most importantly, practice your pitch! Rehearse your pitch as much as you can before presenting it, you can do this on your own or in front of family and friends and listen to feedback; it's important to get as much feedback to make sure you're being clear to your audience. Practicing will get you familiar with your presentation, so you won't be "winging it" during the real deal or vital moment, and helps you relieve some of that anxiety.

Remember to stay confident and optimistic, your ideas can come to life you just have to take the first step!

RESOURCE REPOSITORY

100K IDEAS WORKSHOPS

ENTREPRENEURSHIP & SELF-CARE
w/ guest speaker, Terrance Green, from Black Amor

Entrepreneurs are 2.5 times more likely to develop depression, due to the conditions of the lifestyle. Because of this, it is important to practice proper self care to help avoid burnouts. In this workshop, learn how to recognize stress and burnout, misconceptions that we mistakenly believe are helping, and strategies to help reduce stress, all when it comes to entrepreneurship.

OCTOBER 15TH
Virtual session @ 12:00pm
In-person session @ 5:30pm



100K IDEAS MICHIGAN ECONOMIC DEVELOPMENT AUTHORITY

[LEARN MORE!](#)

100K IDEAS WORKSHOPS

PANEL DISCUSSION: HEALTH & SELF-CARE

CHANEL TAYLOR
Massage Daily LLC

ADEOLA OSUNLOWO
Wombman Group

DR. AISHA HARRIS
Harris Family Health

MICHAEL "REESE" PATTERSON
Reese with Reese

The self-care industry has surged in recent years, with consumers increasingly prioritizing their well-being. Small businesses play a pivotal role in this growing sector, contributing innovative products, services, and perspectives. Our panel of speakers will share their experiences, insights, and expertise, offering attendees a deeper understanding of the intricacies involved in running a successful small business in the self-care sector.

NOV. 12TH | DRYDEN BUILDING | 5:30PM

100K IDEAS MICHIGAN ECONOMIC DEVELOPMENT AUTHORITY

[LEARN MORE!](#)

100K IDEAS WORKSHOPS

TAX PREPARATION FOR ENTREPRENEURS
w/ guest speakers from the John L. Group

Attention entrepreneurs and small business owners! Join us for a specialized Tax Preparation Workshop designed to tackle the unique tax challenges faced by business leaders. This comprehensive session will equip you with essential knowledge and strategies to optimize your tax position and ensure compliance, allowing you to focus on growing your business.

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



100K IDEAS MICHIGAN ECONOMIC DEVELOPMENT AUTHORITY

[LEARN MORE!](#)

100K IDEAS SMALL BUSINESS SEEDS FOR GROWTH

Flint Microbusiness SUMMIT

Join us!

Monday, Oct. 21st | 9:00am to 3:00pm | MOTT Regional Tech Center

Please RSVP on Eventbrite: 

(810) 213-4720 | www.100kideas.org

100K IDEAS Sponsored by **Huntington**

[LEARN MORE!](#)

100K Soirée FUNDRAISER

Nov. 21st | Dryden Building | 5:30pm - 9:00pm
601 Saginaw St, Flint, MI 48502

Save the Date!

[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

1,197
IDEAS

959
ASSESSMENT

244
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.