



# NEWSLETTER



## 100K SOIRÉE

100K Ideas held our annual fundraiser this past November, rebranded to the 100K Soirée! A night to celebrate local startups and micro-businesses, this event was an opportunity to network, enjoy refreshments, and honor innovation and local champions within our community. Four awards were handed out to local individuals and businesses that provide a ton for our area and deserve recognition for their efforts. Awardees included: Miracle McGlown, Luther Brown, Sipi Inc, and FlintPrints.

Thank you to our sponsors, awardees, attendees, and staff for making this event a success. We look forward to holding this again in the years to come!

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*

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**MICROBUSINESS  
SUMMIT**

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**SHOPS ON SAGINAW**

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**STARTUP HUB**

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**NEW MERCH ITEMS**

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**COMMUNITY  
HAPPENINGS**

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**AND MORE!**

# MICROBUSINESS SUMMIT

Our Seeds of Growth | Flint Microbusiness Summit, sponsored by Huntington Bank, was held this quarter during October.

100K Ideas hosted their inaugural microbusiness summit in partnership with Huntington Bank's Seeds for Growth program. The event focused on bringing statewide policy, resources, and knowledge to Flint and Genesee county small business owners and entrepreneurs. The day started with an overview of small business policy and resources to ensure vital information on economic growth is shared with local stakeholders. The afternoon focused on access to capital and business growth. This information was given in panels, keynotes, and chats, including speakers: Greg Viener, Lieutenant Governor Garlin Gilchrist, Dr. Marquicia Pierce, Wafa Dinero, Kristina Johnston, Rep. Jason Hoskins, Sen. Sarah Anthony, Natalie Kadie, Luther Brown, Ish Pandya, Kai Bowman, Dr. Bobbie Motley, Steven Powell, Rafael Vasquez, Ebonie Gipson, Laura Sigmon, Jordan Brown, Brandon Morgan, Jasmine Mobley, and Lisa Riccobono-Coats.

On top of the informational panels, resource partners were available to provide additional information and resourcing, as well as local vendors to showcase and provide product from their microbusinesses. Resource partners included: UM-Flint, Metro Community Development, Factory Two, SIPI, I'm Building Something LLC, Flint and Genesee Economic Alliance, Michigan Black Business Alliance, Best Practices Consulting Services, Huntington Bank, MEDC, and City of Flint. Vendors included: The Dirty Hippie Co., Do Good Things with Friends, Lord Lairds Premium Lemonade, Elle Jae Essentials, and Rootless Coffee Co.

Lastly, four \$500 grants were given to small businesses attending the event, selected at random. The winners included: Good Seed Media, Lord Laird's, TDH Consulting, and Helping Hands Tech Support.

Thank you to all of our speakers, vendors, supporters, and attendees. We look forward to holding events, like this, in the future!





— 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: Peach Pit Crochet Co. and Breads & Threads Handmade. 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 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
- Leola's 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
- Peach Pit Crochet Co.
- Breads & Threads Handmade
- \*more Vendors on the way!\*

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

**APPLICATION**

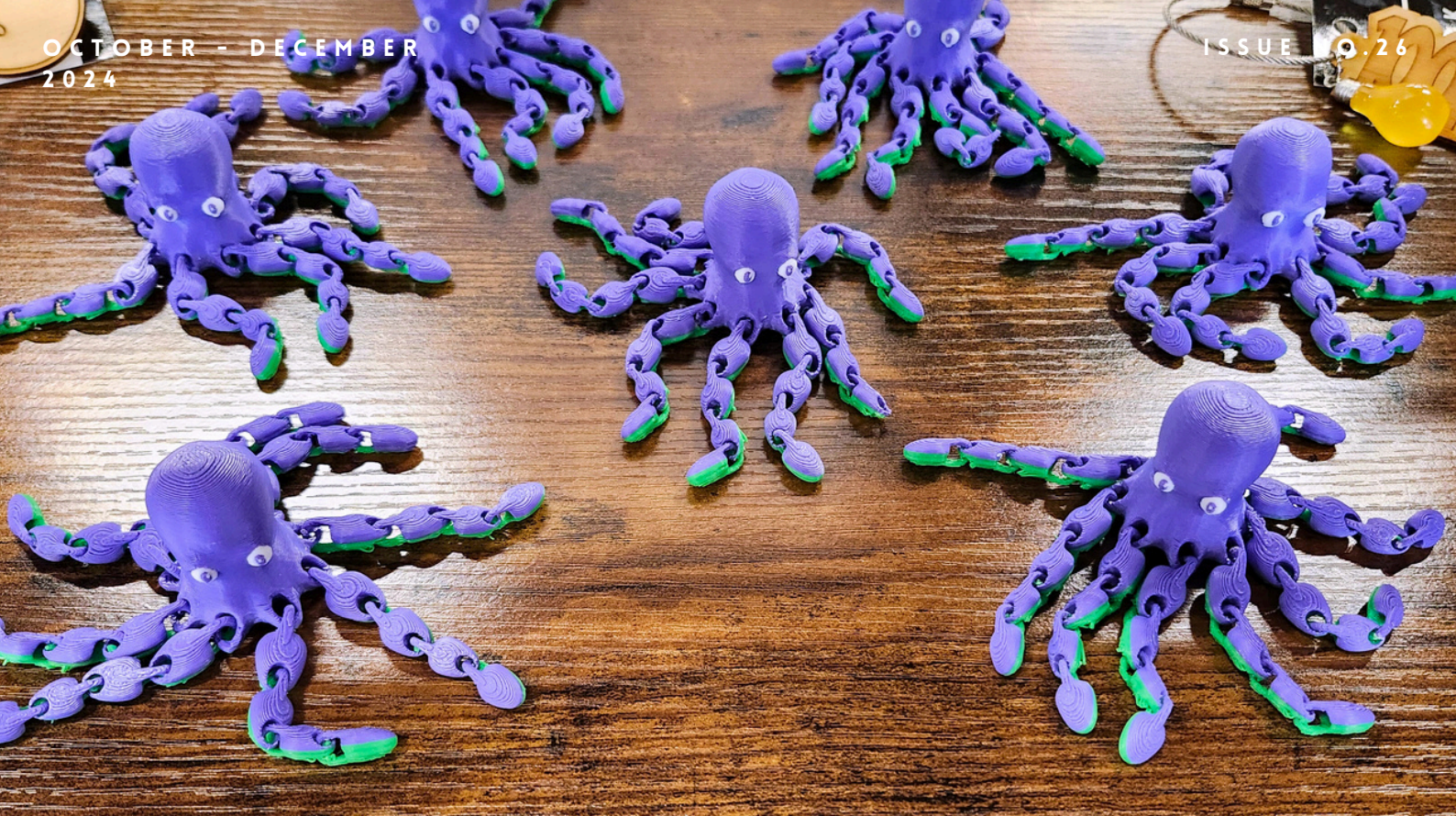


This past quarter, the 100K Ideas Startup Hub has hosted a couple networking events, dubbed "Member Meetups". This specific event is designed for members and newcomers to come and mingle over refreshments with each other, as well as having our ecosystem partners as the hosts. Some of our current Ecosystem Partners include: UM-Flint OED, Best Practices Consulting, John L. Group, Huntington Bank, La'Asia Johnson, with the City of Flint joining in the tail end. 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. This 2024 year, we have had seven members receive a year of QuickBooks for free, with more in the works! Future sessions will resume for these trainings in May 2025.

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!





## NEW MERCH ITEMS FROM 100K

Meet Arnold the Octopus!

The student staff at 100K Ideas have released their 2024 merch items! Creating a 3D printed fidget toy, Arnold, as well as a handful of stickers of this octopus, he has been deemed a new “mascot” of our organization. These are all available for purchase at our vendor space in Shops on Saginaw.

Along with this, our students designed and created “Flint” stickers that are also available for purchase! These designs are perfect for water bottles, laptops, car windows, etc. to show off your Flint pride.

**PURCHASE THEM TODAY AT SHOPS ON SAGINAW**



# COMMUNITY HAPPENINGS AT 100K

## MONTHLY WORKSHOPS

100K Ideas held three workshops this past quarter. In October, Black Amor provided a workshop on Entrepreneurship and Self-Care. In November, a panel discussion on Health & Self-Care was hosted with local health and wellness entrepreneurs. In December, Luther Brown from The John L Group, discussed Tax Preparation for entrepreneurs. All workshops were a major success, and we thank everyone who attended and facilitated!



## YOUNG INNOVATORS FUNDRAISER

100K Ideas held a fundraiser at Culver's, this past November, raising money for our Young Innovators program. Our staff delivered orders to drive thru and seated patrons while a percentage of the evenings profits went back to support our program. We thank everyone for supporting, coming out, and helping us raise funds for the youth who benefit from Young Innovators!

## ART WALK - OCTOBER

In October, Art Walk was hosted by one of our vendors at Shops on Saginaw- Roxanne Rhoads, also known as one of Flint's very own authors. Roxanne took on Art Walk here in our spacer with a spooky theme to promote her books, including her most recently released book; "Haunted Hotels of Michigan".

Included were light refreshments, a candy bowl for kids, and freebies for attendees.



## GIFT WRAP DRIVE & WRAP PARTY FUNDRAISER

This holiday season we accepted any and all wrapping paper, gift bags, tissue paper and supplies, old or new, donated to 100K Ideas to utilize for a gift wrapping fundraiser through Shops on Saginaw.

We offered this gift wrapping service for holiday items from December 9th - December 20th! People stopped in with their own gifts and/or purchased something from Shops, and gave a suggested donation in exchange for our team to wrap gifts!

# JUST ANOTHER DAY AT 100K...



# STUDENT STAFF SECTION

## ITERATIVE DESIGN

WRITTEN BY TRENTON

When first conceptualizing the idea for a product, we often have a tendency to believe that everything will work out just as we have planned it in our heads. Perhaps our excitement or closeness to the idea blinds us to the apparent flaws in the creation of this product. Sometimes these flaws may not become known until the product is already on the assembly line, which often resets the project from the start. While our excitement is hard to contain when we feel the passion for our own ideas, it is often essential to slow down research and development in product design. Doing this allows us to work concurrently with other areas of expertise that can shed light on the dark areas of development. It can be helpful to think of the life cycle of the product we are making- as we are designing it, in hopes to smooth problems over before they arise.

It is wise to be in contact with engineers who can talk through how the product will work, computer-aided designers who capture the look, feel, and functionality of it, tool/machine designers who will decide how to properly manufacture the product, and even marketing specialists. Starting these connections and processes early on in development tends to yield a much higher quality product with identified pitfalls, and often a much lower price tag. It is important to make a plan for every process you can think of, and to define the scope of the product. Who will be using it, and how does it work? Where will it be used, and why is it better than other options on the market? How is it made, and what material is it made of? How will repairs/failures be handled? Will the product be recycled, or how does the cycle end? All of these questions are crucial to think through, and connections in industry may help to bounce ideas off of.

Taking the design and development process slowly and carefully, with a planned and methodical approach is nearly guaranteed to result in success. While it may be frustrating to move slowly at first, the payoff of a high quality product made in an affordable manner is surely worth it. Speed to market is assuredly important, but rushing due process will always result in sticking points, as everything that can go wrong- will. So plan for the worst! Make plans A through Z, and map out a process to follow. The paths to success are winding, and it is easy to get lost, but building connections with the guides throughout will surely light the way.

# RESOURCE REPOSITORY

**100K IDEAS WORKSHOPS**

**CUSTOMER LOYALTY AND RETENTION**  
w/ guest speaker *Nicholas Munn, CEO of Munnymann Communications*

This presentation will be on Customer Loyalty and Retention - Helping business' and individuals with business strategy directed towards their most valuable clients, "the returning ones" and creating customers for life. This is achieved by implementing the 3 Pillars of Customer Retention. Steps and real world examples will be covered. Whether they are a seasoned business owner or just starting out, they will leave with new tools and strategies to stay competitive, and focused on what is actually important in the dynamic business world.

**JANUARY 9TH**  
Virtual session @ 12:00pm  
In-person session @ 5:30pm

GET YOUR FREE TICKET



**100K IDEAS** **MECHANISM ECONOMIC** **FLINT STATE UNIVERSITY**

[LEARN MORE!](#)

**100K IDEAS WORKSHOPS**

**BRANDING**  
w/ a guest speaker: *Hien Lam, Co-founder of Huck Finch*

This workshop will cover a framework used at Huck Finch to develop a cohesive and clear brand position that's unique. To help make the position stand out, the framework utilizes Messaging Pillars that shape the marketing and messaging a brand can use to establish its positioning. The workshop will also include an exercise to get participants started on defining their brand positioning.

**FEBRUARY 10TH**  
Virtual session @ 12pm  
Virtual session @ 5:30pm

GET YOUR FREE TICKET



**100K IDEAS** **MECHANISM ECONOMIC** **FLINT STATE UNIVERSITY**

[LEARN MORE!](#)

**100K IDEAS WORKSHOPS**

**IGNITING INNOVATION: UNDERSTANDING THE ENTREPRENEURIAL ECOSYSTEM**  
w/ guest speaker: *Jordan Brown, VP of SIPI*

Join us for 'Igniting Innovation', a collaborative workshop designed to navigate Flint's entrepreneurial ecosystem. Led by SIPI, Inc.'s, VP, 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.

**MARCH 18TH**  
Virtual session @ 12pm  
In-person session @ 5:30pm

GET YOUR FREE TICKET



**100K IDEAS** **MECHANISM ECONOMIC** **FLINT STATE UNIVERSITY**

[LEARN MORE!](#)

**100K IDEAS MYSTERY BOX AUCTION**  
Drinks | Food | Live Auction | and more!



**JAN 30** **100K IDEAS** **6:00 PM**  
601 S. Saginaw St. Flint, MI 48502

All money raised goes toward funding our direct client services.

[LEARN MORE!](#)

**PITCH FOR \$K**  
IDEA PITCH COMPETITION

**PITCH FOR \$K**  
IT ALL STARTS WITH AN IDEA.

Think you have Flint's next **BIG** idea? Submit it to Pitch For \$K for a chance to win up to **\$5,000!**

[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

**1,229**  
IDEAS

**896**  
ASSESSMENT

**249**  
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.