

ANNUAL REPORT

2024



100K
IDEAS

TABLE OF CONTENTS



Letter from our Director	4
Overview	7
Background.....	7
Mission Statement.....	7
Board of Directors.....	7
Partners.....	7
Metrics	9
Client Highlights	12
100K Ideas Storytelling.....	14
Startup Hub	17
Shops on Saginaw	18
Community Engagement	20
100K Ideas Office Hours.....	20
Workshops.....	21
Volunteering.....	22
Pitch for \$K.....	24
Fundraising	26
Mystery Box Auction.....	27
Wine & Design.....	28
Pop-Up Market.....	28
100K Soiree.....	28
Microbusiness Summit	31
Youth Programming	32
Student Workforce	36
Current Employees.....	36
About Our Students.....	39
100K Ideas Fellowship.....	41
Leadership Team	42



LETTER FROM OUR DIRECTOR

After an eventful 2023, we approached 2024 with much more relaxed goals. At the start of the year, our focus was simply on improving what we created and making it the best version it could be. However, like most years, this quickly changed when two amazing opportunities were presented.

This year marked the first Microbusiness Summit we hosted in partnership with Huntington Bank's Seed for Growth program. The idea of facilitating an event this large was a little intimidating, however, it is something we had been wanting to do for years. It seemed poetic that when things simmered down a bit, that our partners at Huntington Bank would approach us to collaborate with them to bring Seeds for Growth to Flint. At its core Seeds for Growth was created to do exactly as the name implies, provide entrepreneurs and business owners with the seeds to grow their business. Our take on the event focused on bridging the gap between the work being done statewide and the work being done locally. With so much happening, especially when it comes to supporting business owners, it is important to bring these conversations directly to our community. The day could not have gone better and I'm so excited for you to read more about it in the coming pages.

The summit also provided the opportunity to announce the launch of Mirco Flint, the second opportunity that came to fruition in 2024. Mirco Flint was the formalization of several entrepreneur and small business support providers working together as a coalition to support microbusinesses in Flint and Genesee County. Specifically focuses on supporting businesses with 10 employees or less, together this group has helped businesses formalize their operations, earn revenue, and grow.

Now with growth, comes with lessons. Similar to previous years, with these new opportunities we ran into unexpected challenges. However, what I am most proud of is how as a team we navigated through them. Through these challenges, we came out stronger and more equipped to face them moving forward. With this being said, I want to thank my leadership team and student team members. Your dedication to our mission and this work does not go unnoticed and quite frankly, 100K Ideas wouldn't exist without you.

- BRANDEE COOKE-BROWN
EXECUTIVE DIRECTOR



OPS
ON
AW
DOWNTOWN FLINT

100K
IDEAS

EVERYONE HAS AN IDEA...
WHAT'S YOURS? 



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
Michigan Economic
Development
Corporation



MIA MCNEIL
DIRECTOR
AARP Tennessee



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.





Google Analytics
www.google.com/analytics

Market Trends: 2004 - Present

● Wall Partitions

Interest Over Time



Interest By Region



- 1. New York
- 2. New Jersey
- 3. Maryland
- 4. Massachusetts
- 5. California

Top Related Queries

- 1. wall partitions
- 2. room partition wall
- 3. partition walls
- 4. cubicles
- 5. wall partitions

Top Related Topics

- 1. cubicles
- 2. office partitions
- 3. office walls
- 4. cubicle walls
- 5. wall partitions

Rising Related Queries

- 1. cubicles
- 2. office partitions
- 3. office walls
- 4. cubicle walls
- 5. wall partitions

Rising Related Topics

- 1. cubicles
- 2. office partitions
- 3. office walls
- 4. cubicle walls
- 5. wall partitions

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.

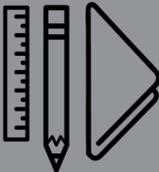
METRICS UPDATE



IDEAS
1,198



IDEA ASSESSMENTS
902



NEXT STEPS**
249



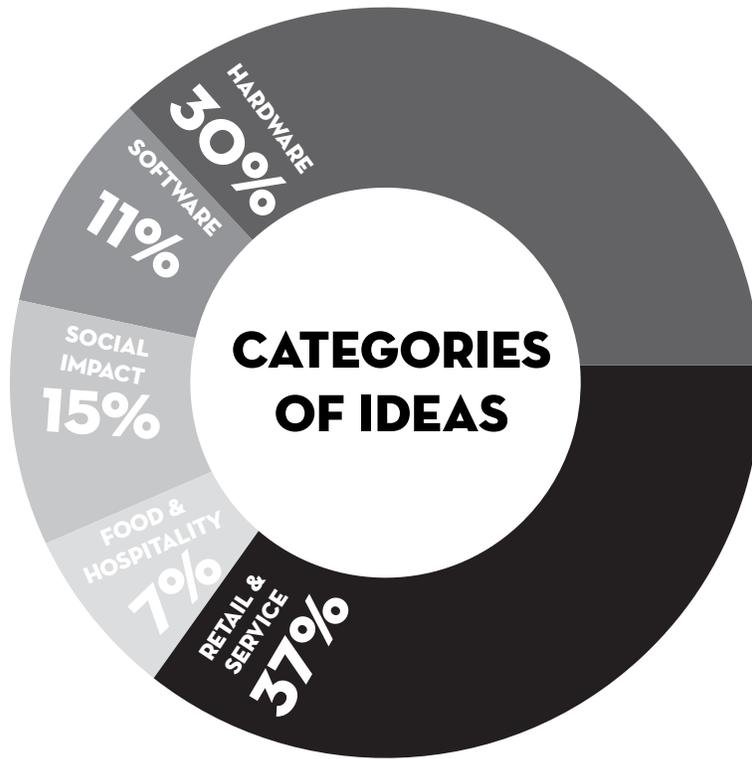
SCHOLARSHIPS GRANTED*
511



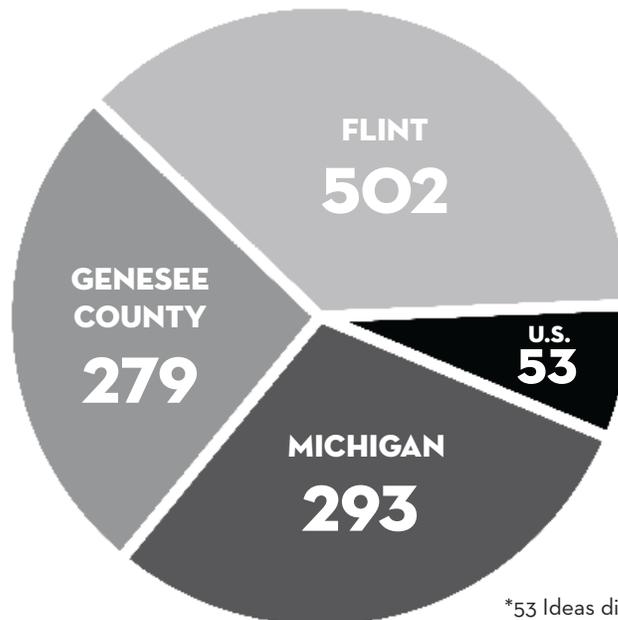
RETURNING CLIENTS
95

* "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



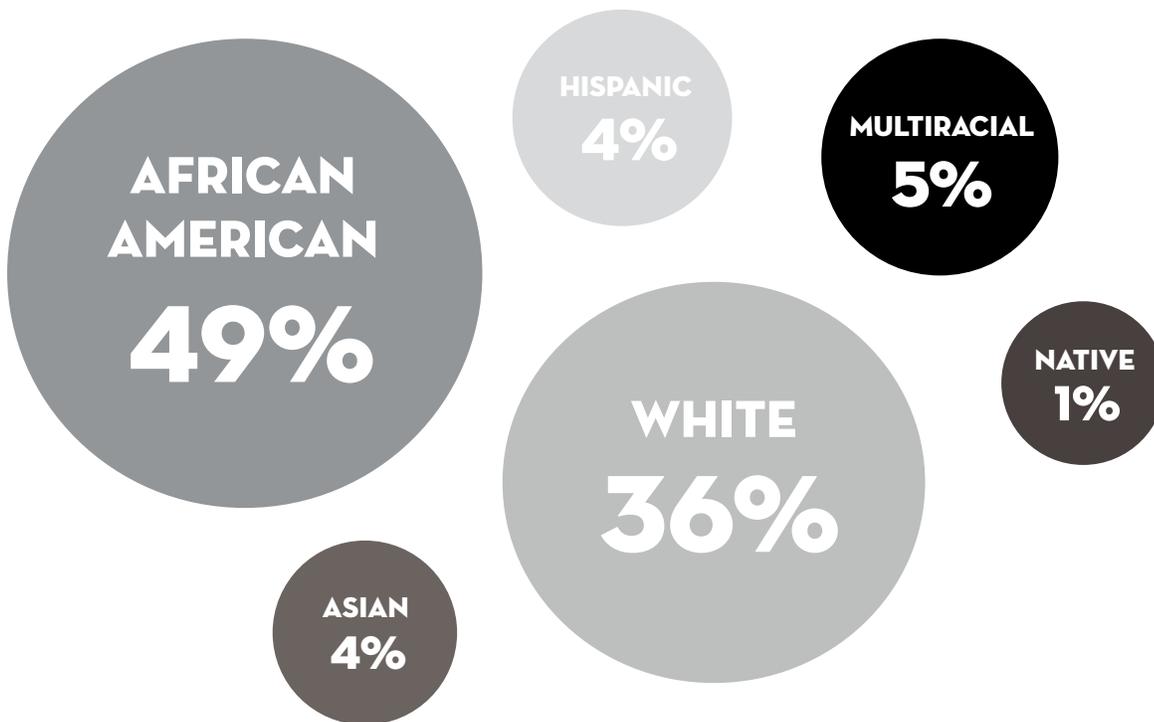
*53 Ideas did not specify location

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 couple of their stories.

Motmot is a Michigan-founded technology company that's changing the way cities take care of their underground water systems. Their Autonomous Underwater Robot (AUR) can inspect live, pressurized pipelines—mapping the system, finding defects, and collecting high-quality data without ever having to shut the water off. By offering their service as a Hardware-as-a-Data-Service (HaaS) platform, Motmot helps cities plan ahead instead of waiting for costly breakdowns to happen.

In 2024, Motmot joined the I-Corps program, and we had the chance to work with them through our partnership. Elliot, Motmot's founder, came in prepared—he already had his market research done and a strong pitch. The program gave him space to fine-tune his message and get fresh feedback from new eyes and ears, making small but impactful tweaks to how he shared Motmot's mission.

He also joined a mentor matching session hosted by the I-Corps team, where he connected with experienced professionals who shared advice on funding, building partnerships, and planning for future growth. Next up, Elliot plans to launch pilot projects in different cities to test Motmot's technology—checking pipelines, monitoring water quality, and keeping infrastructure safe for communities. These pilots will also help him learn more about the unique challenges each city faces, so he can keep improving the technology.

By the end of the program, Motmot walked away with a pitch that was even more polished and a network of connections ready to help them grow. Watching Elliot's journey—already a strong entrepreneur—continue to build momentum has been exciting to see.

We want to give a big thank you to Elliot for the energy and dedication he brought to the program, and to the I-Corps team for making this partnership such a great experience. We can't wait to see the impact Motmot will have on Michigan communities and beyond.

313-513-8600 | motmot@motmot.ai

- ELLIOT SMITH, CEO/PRESIDENT



The Museum of Modern Black Beauty (MOMBB) is dedicated to documenting the multi-faceted history, present, and future of Black and Brown beauty. Through immersive exhibits and intimate spaces for open dialogue, MOMBB fosters conversations that restore the value of human connection, celebrate diverse beauty, and promote emotional well-being in the communities they serve.

Founded by Flint native Nicole Richardson, MOMBB was born from deeply personal experiences and reflections on beauty. The vision began to take shape after the birth of her third daughter, inspiring her to amplify and celebrate the richness of Black beauty—not only for her own children, but for the entire African American community. Her passion is also rooted in examining the historical and cultural forces that have shaped—and often distorted—viewpoints within the Black community about what is considered beautiful. Through her engaging pop-up museums, she invites audiences to explore, challenge, and reclaim these narratives.

Her connection with 100K Ideas began at the Flint Farmers' Market, where she stopped by our table to learn more about our services. That encounter opened the door to a safe, supportive space where she could express her ideas freely and begin building a plan to bring them to life. With our guidance and resources, she refined her vision and entered our Pitch 4K competition—an opportunity for entrepreneurs to showcase their ideas and secure seed funding. With an inspiring concept and a heartfelt presentation, she captivated the judges and took home the top prize.

This win not only provided essential funding to advance MOMBB's mission, but also created new connections, visibility, and momentum for her work. Today, MOMBB continues to spark important conversations, celebrate cultural heritage, and reshape how beauty is defined and valued in the Black community.

themombb.com | info@mombb.org

- NICOLE RICHARDSON | FOUNDER/CHIEF HUMILITY OFFICER



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 9 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:



2024 Features:

- Sean Murray | Rootless Coffee Co.
- Adeola Osun'lowo | Wombman Unspoken
- Grace Brackney | Swim with Callie
- Casey Lester | The Roman
- Erika Davis | Teach Me How to Bank
- Eric Thomas | EZ Awareness Design
- Aliz Mendoza | I Love Pig
- Kayla Aguilar | Lord Laird's
- Nicole Richardson | Museum of Modern Black Beauty





Good Box

LOOK
IDEAS

Whiteboard content (faint text):

- Project 1
- Project 2
- Project 3
- Project 4
- Project 5

EMBRACE THE
EMBRACE

100K IDEAS STARTUP HUB



The 100K Ideas Startup Hub endured a lot of growth in its first year in our space for 2024! The Startup Hub is a microbusiness resource center designed to support our local small businesses and entrepreneurs as they work to scale their business. This hub provides equipment and services to members, creating access to resources needed during the early stage of their journey. One of the resources we offered to our members was access to QuickBooks training through the John L. Group with over 50 registered attendees, which also resulted in giving 6 eligible members a year subscription of QuickBooks on us. Another resource we provided was in the form of a new monthly networking event for members and others within the community along with refreshments and a chance to ask any questions that pertain to the space. These meetups resulted in over 40 registered attendees. Memberships to the 100K Ideas Startup Hub still stands at \$29.99 a month, with scholarship pricing available for eligible individuals. We ended the year with a total of 44 members, and had numerous individuals interested in what the Hub has to offer. Memberships are always available for interested individuals, who are able to start the process on our website.

Memberships Include:

- Co-working Space | First Floor Access
- Meeting & Conference Rooms
- Equipment Access
(computers, monitors, media center, etc.)
- Refreshments & Snacks
- Printing
- Resource Partner Access
(accounting support, legal support, etc.)
- and more!

Our Ecosystem Partners:

- Best Practices Consulting Services
- Chase Bank
- Huntington Bank
- The John L Group - Accounting Services
- Elle Jae Essentials
- University of Michigan - Flint Office of Economic Development





SHOPS ON SAGINAW

After over a full year of operations, 100K Ideas Shops on Saginaw program is thriving more than ever. Before 100K moved, “Shops” previously operated on the first floor of the Dryden, before closing in summer of 2022. In the re-opening of this program, 100K Ideas has been able to offer a brick-and-mortar location for local entrepreneurs to sell their products, breaking down a barrier for most. The structure remains the same: no upfront fee, just a commission on all items sold. Currently we have 40 vendors (with more to come). For 2024, Shops on Saginaw had a projected revenue goal of \$20,000 and we came in strong with sales- more than doubling this goal. Every single vendor in Shops continues to offer a vast amount of products, and are all curated or made locally within the county, making it the perfect stop for your local shopping experience.

Our 2024 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
- Leola’s Soap Therapy
- Flint Handmade
- AKADA Home
- Metro Celeb
- Regina Dunn Art LLC
- Julie Abbott Art
- Kkandles LLC
- Gansik
- Lord Laird’s
- Flint City Bucks
- Elle Jae Essentials
- 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



— SHOPS ON — SAGINAW



OFFICE HOURS

This past year, we had the opportunity to connect with our community through a range of initiatives, including our impactful summer program from June to August, at the Flint Development Center. During this time, our student project managers worked diligently to create a curriculum focused on entrepreneurship, which we're proud to have introduced to young aspiring entrepreneurs even though they were in grade school. In addition to our summer program, we were actively engaged in several community events. These events provided us with a platform to represent 100K Ideas, and allowed us to show our continued support for the office hours and the valuable work being done in the Flint community. Looking ahead, we're excited to continue fostering a supportive environment for entrepreneurs and look forward to offering more opportunities for collaboration and growth in the coming year. We thank our partnerships with the Flint Development Center, Berston Field House and the LatinX Technology and Community Center.



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.

2024 Awardees

- Hershyl Sylvester
- Bre'Asia Hamlin
- Robyn Young
- Nina Thomas
- La'Asia Johnson
- Ian Diem
- Donjale Wright
- Brandon Dotson
- Danielle Statom
- Milton Straham

WORKSHOPS

100K Ideas continued our monthly workshop programming, facilitating one session each month during 2024. 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 offer in-person workshops in the evening at the Dryden Building.

The topics and facilitators included:

- Branding | Hien Lan | Huck Finch
- Panel Discussion: Real Estate and Entrepreneurship
- Pitch Deck | Nic Custer | UM-Flint Office of Research and Economic Development
- Understanding the Entrepreneurial Ecosystem | Jordan Brown | SIPI Inc.
- “Takin it to the Streets” Creative Pathways to Grow Your Business
- I.P. Basics | USPTO
- How to Turn Your Hobby into a Business | Brandee Cooke Brown | 100K Ideas
- Panel Discussion: Product Development
- Venture Capital Workshop | Red Cedar Ventures
- Entrepreneurship and Self Care | Terrance Green | Black Amor
- Panel Discussion: Health and Self Care Industry
- Financial Workshop | John L. Group



VOLUNTEERING

In 2024, 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:

- Young Innovators, Judge Day | February 2024
- Michigan Invention Convention | May 2024
- Flint Freedom School Collaborative, Summer Session | June 2024
- 100K Ideas Engagement: Service in a Box with United Way | September 2024
- Biggby's Winter Accessory Drive | December 2024





...THE
LIGHTBULB MOMENT

MICHIGAN

MICHIGAN

...MOTORCYCLE

...SHERMAN

OK
EAS

...100%

...100%

LAUNDRY BOOSTER
SUPER WASHING SODAS

IVORY
13

20 MULE TEAM
BORAX
DETERGENT BOOSTER

PITCH FOR \$K

Overview: 100K Ideas had the pleasure of facilitating the Pitch For \$K - Idea Pitch Competition, once again, in 2024. With the generous support of the Charles Stewart Mott Foundation, 100K Ideas facilitated three competitions for the year. Like 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, 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 \$147,500 to date.

In February, we hosted the competition at the Dryden Building. The competition was also live-streamed, allowing supporters of the participants to also view from home. Virtually, this competition had been viewed over 1,100 times.

1ST PLACE & PEOPLE'S CHOICE

ALIZ MENDOZA

I Love Pig



2ND PLACE

MELINDA MANANI

THE SOL SECTION



3RD PLACE

KEVIN WARE

The Miters



In June, the Dryden Building hosted the competition on June 22nd, 2024. The competition was also live-streamed, allowing supporters to cast their vote for the People’s Choice Award and view it at home. Virtually, this competition had been viewed 341 times.

1ST PLACE & PEOPLE’S CHOICE

NICOLE RICHARDSON
Museum of Modern Black Beauty



2ND PLACE

DAN KURIN
Civic OS



3RD PLACE

KYRIE MORGAN
Klean Sheets



In September, the Dryden Building hosted the competition on September 26th, 2024. The competition was also live-streamed, allowing supporters to cast their vote for the People’s Choice Award and view it at home. Virtually, this competition had been viewed 976 times.

1ST PLACE

TIFFANY COLEMAN
810 Wellness Bar



2ND PLACE

BRONWYN LIPKA
Bronwyn.psd



3RD PLACE & PEOPLE’S CHOICE

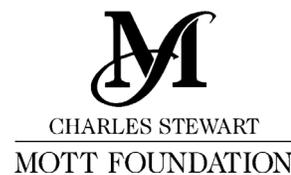
JEFF ARMFIELD
Cognition Lifting Systems LLC



Community Partners:



Funded By:



2024 was another successful fundraising year for 100K Ideas. Check out the events we held and plan to continue annually in the years to come!

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 many local businesses of Genesee County.



WINE & DESIGN

The student staff of 100K Ideas hosted their second annual fundraiser this Quarter! Creating a night of “Wine & Design,” our staff offered a night filled with food and drink, art and creativity. Similar to ‘sip and paint’ events, three different artistic activities were offered and attendees had the chance to create their own piece to take home after the fun evening out. This event was all in good fun and entertainment. We look forward to having our students put on next year’s fundraiser!

Activities Included:

- Canvas Painting: Attendees were led in an instructed painting session with TabbyCatt Creations.
- Candle Painting: Attendees painted designs onto white pillar candles using melted colored wax.
- Pot Painting: Attendees were given small terra cotta pots that they could paint and once complete, were able to plant their very own succulent inside.

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 showcase local vendors as well as our Shops on Saginaw vendors. This pop up market allowed community members to learn about local businesses and shop fun and unique items. Some businesses who attended included: Carriage Town Ministries, City Branded, Peach Pit Crochet Co., and PNC Bank. This event brought in 350 attendees.



100K SOIREE

100K Ideas held our annual fundraiser this past November, re-branded 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. 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!

Awardees Included:

- Miracle McGlown - Innovator of the Year
- Luther Brown - Community Champion of the Year
- SIPI Inc - Advocate of the Year
- FlintPrints - Exceptional Business of the Year



GIFT WRAPPING 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!





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 Hippy 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!



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 Dryden Building as a way to engage local youth. These visits include an overview of 100K Ideas, a problem-solving activity, and a tour of the Shops on Saginaw.

School visits to 100K Ideas included:

- Atherton Jr/Sr High
- Linden & Lake Fenton High School
- Montrose High School
- Fenton High School
- Swartz Creek High School
- Beecher High School
- Goodrich Academy

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
 - Judge Assignment
- Michigan Invention Convention; Youth Pitch Judge

YOUNG INNOVATORS

100K Ideas facilitated for the first time Young Innovators at Kettering University on March 12th, 2024.

Young Innovators combines the fun and playfulness of imagining a new solution for an everyday problem, with the challenge of following a specific inquiry process to develop and evaluate an original invention. The goal of the Young Innovators Program is to engage students in learning and gaining quality outcomes for students and schools in the areas of academic performance and problem-solving skills. Young Innovators promote critical and creative thinking, problem-solving skills; apply higher learning skills, such as comprehension of information, research, analysis, application, synthesis, evaluation and communication, in the form of an invention or innovation to bring ideas to reality through the invention process; and support the Michigan Department of Education Content Standards in STEM. Finally, the overarching goal of the program is to boost students' interest in entrepreneurial or innovative passions.

100 Students participated in Fair Day and 42 Genesee County students moved on to the Michigan Invention Convention. Students ranged from 3rd to 8th grade. Along with presenting their inventions, the students participated in a series of workshops and heard from our Executive Director, Brandee Cooke-Brown for the keynote. She spoke to the students about How to Turn your Hobby into a Business. The students enjoyed the keynote, expressing a range of questions about entrepreneurship and innovation. To build upon the excitement of the fair, 100K Ideas was happy to award 36 inventions moving on to the Henry Ford, Michigan Invention Convention. This is an exciting event for the students as well as 100K Ideas. We are so elated to continue this amazing fair and help inspire entrepreneurship and innovation among youth.







ALUMNI ENGAGEMENT >
DEVELOPMENT >
EXTERNAL RELATIONS >

YOUNG INNOVATORS

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 110 students from across the country. In the next few pages you will get a peek at our current staff, our 2024 Summer Fellows, as well as some of our alumni.



KYNZIE LAFUENTE
LEAD PROJECT MANAGER

Kynzie is currently attending Mott Community College, in her sophomore year, studying small business management and entrepreneurship. Her hobbies include painting, making jewelry for her small business, and camping/hiking.

"My time at 100K has given me the opportunity to meet so many individuals with so many different ideas. I have really enjoyed getting to work within the community and see the passion that fuels the businesses in this area. Seeing others work on their ideas genuinely inspires you to work on your entrepreneurial endeavors and that is probably my favorite thing about working here."



JOHN HACKNEY
LEAD PROJECT MANAGER

John is a recent graduate of the University of Michigan- Flint in Mechanical Engineering with a minor concentration in Business. 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 Ideas 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."



LANIQUE COLLINS
PROJECT MANAGER

Lanique is currently attending UM-Flint, in her senior year, studying Marketing. Outside of school and work, she enjoys working out, playing volleyball, and focusing on her eyelash extension business!

“I am so excited to start my career journey here at 100K Ideas. I enjoy engaging with the community and help entrepreneurs like myself grow. I look forward to expanding my business knowledge and implementing it to those in need.”



ALEXIS BENSON
PROJECT MANAGER

Alexis is currently attending The University of Michigan-Flint, studying Finance, as a sophomore. A few things she enjoys doing in her free time are photography, trying new restaurants, going to concerts, and exploring new places in Michigan.

“I’m so grateful for this opportunity to be here at 100K, working in beautiful downtown Flint, in the Dryden building. I am looking forward to meeting even more new people and helping out businesses and people that are giving back to the community!”



TRENTON HAARTZ
ENGINEER & PROJECT MANAGER

Trent is currently finishing his final semester at Mott Community College and will receive an Associates Degree in Computer Aided Design. I love solving creative problems, as product design often feels like a puzzle that has the potential to change people’s lives. Helping members of the community to create their own businesses is incredibly fulfilling, and it’s an honor to be part of the process.

“I love to solve creative problems, and helping the community to do so will be a dream come true. I’m so excited to see the success that the 100K Ideas clients will come across, and to be a part of the process.”



GWEN CORDIER
PROJECT MANAGER & DESIGNER

Gwen is currently attending the University of Michigan-Flint, in her senior year, studying a Graphic Design concentration and a Marketing minor. Outside of work and class, she loves to crochet and craft, participate in student events and clubs, and have new experiences with friends and family.

“I love being a part of the team at 100K Ideas and expanding my connections with creators, through participation in their idea process.”



KALEB CHAPMAN
PROJECT MANAGER

Kaleb is currently attending the University of Michigan - Flint, studying Business & Entrepreneurship. In his free time, he enjoys coaching, being with family, relaxing at home.

“Working at 100K Ideas, I enjoy building connections and learning more about entrepreneurship along with helping small/start up businesses grow into something bigger.”



GEILAH WINKFIELD
PROJECT MANAGER

Geilah 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.

“I’m excited to have the opportunity to work in the downtown Flint area at 100K Ideas. I’m looking forward to supporting business and individuals who are making a positive impact in the community.”



CAROL DAHDAL
PROJECT MANAGER

Carol is a senior at U-M Flint, pursuing a degree in Sustainable Energy Technology with a concentration in Entrepreneurship. She enjoys reading, traveling and exploring new places.

“I love being part of the team here at 100K Ideas, where I have the opportunity to connect with creative minds and see their ideas take shape. I’m excited to continue growing and supporting innovators in bringing their visions to life.”



ARIELLE HERMANN
PROJECT MANAGER

Arielle is a graduate of the University of Michigan - Flint, with a major in International Business and minor in Marketing. She is owner of Peach Pit Crochet Co. and enjoys baking and spending time with her dog.

“My favorite part of being a project manager with 100K is hearing all of the exciting ideas that come through our doors and helping entrepreneurs make their ideas into a reality!”

ABOUT OUR STUDENTS



STUDENT MAJORS:

- Art & Design
- Advertising
- Accounting
- Biology
- Broadcasting
- Business Administration
- Business Management
- CAD Design
- Collaborative Design
- Communications
- Computer Information Systems
- Data Analytics
- Economics
- Entrepreneurship
- Electrical Engineering
- Finance
- Fine Arts
- Games & Interactive Media
- Graphic Design
- Human-Centered Design
- Industrial Design
- Information Technology
- International Business
- Marketing
- Materials and Finishing Design
- Mechanical Engineering
- Product Design
- Political Science
- Public and Nonprofit Admin.
- Sales Leadership
- Science
- Social Entrepreneurship
- Statistics
- Sociology
- Sports Management
- Supply Chain Management
- Sustainable Energy Technology
- Tourism & Hospitality

SCHOOLS STUDENTS ATTEND:

- Aurora University
- Bowling Green State 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
- Lansing Community College
- 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



ARTHUR BRADSHAW
OF THE BRADSHAW GROUP
WITH J. BRADSHAW



100K IDEAS SUMMER FELLOWSHIP



100K Ideas hosted our 5th Annual Summer Fellowship from June 2024 - August 2024. This year's program was returned with 2 participants from Michigan universities.

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:

- The Fellows familiarize themselves with local entrepreneurs and community partners that are key to the entrepreneurial ecosystem.
- Facilitated Youth engagement with the Flint Freedom School Collaborative. The Fellows facilitated building STEAM Kits. Helping youth discover new industries and how we solve everyday problems.
- Completed a group project where they researched, sourced, and produced a product to add to a 100K Ideas' Client line of merch.



EVELYN

Evelyn is in her junior year at Central Michigan University, studying accounting.

"I was drawn to the fellowship because of the job culture at 100K Ideas. I have had a family friend be a part of the fellowship and I know it was a great experience and resume builder for him. I wanted something not as serious as my accounting firm internship, but still in business or related, helping build my specific skills of making a product and to be a part of the team."



ISABEL

Isabel is a junior at Western Michigan University, studying Product Design.

"No one really talks about the difficulties of starting a business, and 100K Ideas opens up a whole new world to learning entrepreneurs. I am more than excited to apply my sketching and 3D modeling skills to real-world instances and be working with the community of Flint during my time here! I hope to strengthen my idea pitching presentations as well as make life long connections with local entrepreneurs!"

LEADERSHIP TEAM



BRANDEE COOKE-BROWN
EXECUTIVE DIRECTOR



JENNIFER HICKMOTT
DIRECTOR OF OPERATIONS



TAMASHA HARROLD
DIRECTOR OF FINANCE



JA'SHAWNA JONES
CLIENT SERVICE MANAGER



PAUL ZEHNDER
MARKETING SPECIALIST



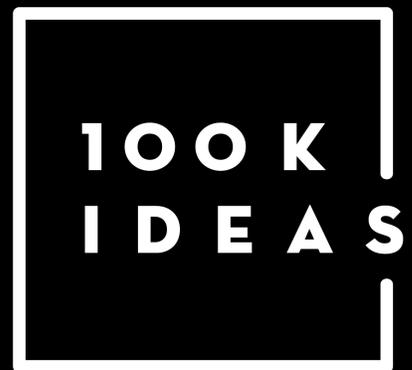
TOM CRAMPTON
PRODUCT EXPERT



VIVIAN WILLIAMS
COMMUNITY ENGAGEMENT
COORDINATOR



KESTEN COULTER
SPACE MANAGER



**601 SAGINAW ST,
FLINT, MI 48502**

(810) 213-4720

hey@100kideas.org

100kideas.org

100K Ideas 

@100kideas 

100K Ideas 

@100k_ideas 

@100kideas 

