



# Newsletter

# 500 IDEAS

## A MILESTONE

We wanted to start off this quarter's newsletter with an exciting milestone for 100K Ideas. We are happy to announce that we have officially reached, and surpassed, our **500th Idea!** We are very grateful and proud to have a space to encourage innovation and entrepreneurship within our community. We want to give a special thanks to our wonderful team, supporters, and everyone we have had a pleasure of working with, for this accomplishment. Whether you have worked with us, stopped by to talk to us, or just dropped a "like" on our page, thank you!

This quarter's newsletter is jammed packed, as we have been very busy at 100K! To the right you can see we have many features, including the newest additions to our team, multiple event highlights, discussions on a few of our clients, and loads of other happenings!

### *Features*

**ADDITIONS TO THE TEAM**

**PITCH FOR \$K**

**CLIENT HIGHLIGHT**

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**YOUTH SCOOP**

**2020 WINTER EXPERIENCE**

**HAPPENING AT 100K**

**PROJECT MANAGER CORNER**

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# ADDITIONS TO THE TEAM



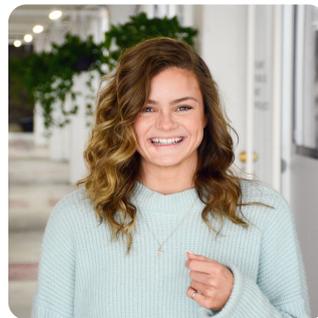
## Alexis

Meet Alexis, starting here at 100K Ideas as a Project Manager. She is currently pursuing her Bachelors of Science in International Business at the University of Michigan - Flint. In her free time, she enjoys hanging out with friends, watching TV, and reading.



## Ja'Shawna

Meet Ja'Shanwa, another new project manager here at 100K Ideas! She is currently attending the University of Michigan-Flint, majoring in Communications and minoring in Marketing. She enjoys writing, shopping, and hanging out with family.



## Ally

Meet Ally! She is our last new hire this quarter, joining our team as a project manager. She is currently studying Science at Mott Community College. In her free time she loves to paint, workout, and hang out with her brothers.

## Come See Us!

### Ferris Wheel

615 S Saginaw Street Flint, MI 48502

Monday, Wednesday and Friday: 8:00am - 4:00pm

Tuesday and Thursday: 10:00am - 6:00pm

First Saturday of the month: 10:00am - 1:00pm

### Berston Field House

3300 Saginaw St, Flint, MI 48505

Tuesdays 4-6pm

### Flint Development Center

4121 Martin Luther King Ave, Flint, MI 48505

Thursdays 2:30-4:30pm

## 100K Ideas in the Media

[UM-Flint program fuels Flint's entrepreneurship and innovation renaissance](#)

[Community leaders break ground on Kettering's 105,000-square-foot learning commons](#)

[Seven Genesee County entrepreneurs will vie for \\$17,500 in Pitch for \\$K competition](#)

[Bell Tech Communications takes \\$10,000 back to the lab in Pitch for \\$K competition](#)

[Flint incubator that's started 29 new businesses gets \\$325K to continue](#)

[Post-competition win, SolAir still pushes ahead in the name of clean water](#)

[Forged in Flint: Kalm Clothing and Kumute](#)

[Jill Biden says she's feeling 'good, positive energy' during Flint stop](#)

[Dr. Jill Biden Makes Primary Day Campaign Push In Michigan](#)

[Flint's new start up "100k Ideas" is expanding entrepreneurial opportunities in Michigan](#)



## PITCH FOR \$K

We were excited to host our third Pitch For \$K competition on February 13th, 2020. The event took place at the Brennan Community Center and was attended by over 100 community members. The judges for the event included City of Flint Mayor Sheldon Neeley, Craig Farrington of Factory Two, and Laura Sigmon of Best Practices Consulting.

Close to 50 applications were submitted for the competition. Once again, seven finalists were selected to pitch to our judges and a live audience. Similar to the previous competitions, the finalists were paired with mentors and provided a pitch clinic facilitated by the University of Michigan - Flint's Innovation Incubator to help them in their preparation.

Walking away with the top prize of \$10,000 was Linda Bell of Bell Tech Communication. She won the judges and audience over with her idea to develop technology to help alleviate barriers facing the deaf and hard-of-hearing population.

In addition to Linda Bell, the second place prize of \$5,000 went to La'Asia Johnson of Elle Jae Essentials and the third place prize of \$2,500 went to Timesha Brown of Embrace Life Therapeutic Footwear. Along with the cash prizes, Factory Two generously donated a year-long membership to two of the seven finalists.

Once again, we could not have done this without the support of the Charles Stewart Mott Foundation and our partnership with the Flint and Genesee Chamber of Commerce.

If you are interested in learning more about Pitch For \$K, [Click Here!](#)



# CLIENT HIGHLIGHTS

## Social Beatz

100K Ideas client, Sean White, is moving upward with his app, Social Beatz! This music streaming service, Sean refers to as "The People's Streaming Service", has a main priority of allowing listeners to get access and discover new, up and coming artists. This app gives it's users the ability to find artists based on location, utilizing a map and zip code as a source of search, connecting listeners to their music. This method provides everyone with what Sean calls a "community based listening experience." They also have many artists working with them on daily operations. They strive to bring a homelike environment to their team and encourage a "growth mentality" among them. The app is scheduled to launch sometime this spring, becoming available on all Apple and Android devices.

[Click Here](#) to visit their website and see their current process, as well as, track updates as they are released.

## Whip Lashed

Another 100K Ideas clients is making moves! Iyanna Webb has recently went to market with her company, Whip Lashed. Whip Lashed is a reusable eyelash brand developed by Iyanna. These lashes are cruelty free and come in nine different styles. Starting her company at the young age of 18, Iyanna has continuously worked to bring her idea to life, while attending college at the University of Michigan - Flint. She has put in the work and continuously grown this passion. All of her lashes are now available on her website, as well as, for sale at the Shops on Saginaw retail space, on Saginaw Street in downtown Flint.

[Click Here](#) to view her website to learn more about her story and shop these awesome lashes.



Here at 100K Ideas, we get many different business concepts and pride ourselves in the diversity among them. One of our biggest gratifications is when we are able to support innovators who are taking something to the market that helps our environment. One of our clients, Karen Smoots, has received funding assistance from the Michigan Energy Office (MEO), through a Clean Energy Business Development pilot grant that 100K Ideas was awarded. The grant focuses on helping move ideas forward that save energy in some way.

Karen Smoots and her product, Green Glove Dryer, have been able to benefit from this funding. Green Glove Dryer is based around a new innovative way to dry wet winter gloves, a common problem we have here in the snowy state of Michigan. The Green Glove Dryer uses existing building heat to funnel warm air through nozzles to dry gloves -- reducing or eliminating the need for electric or gas dryers, and providing children with more comfort during cold, wet days. Karen developed her product prior to engaging with 100K Ideas and had successfully distributed many to interested parties. In fact, prior to this initiative, Ms. Smoots was able to partner with Consumers Energy for a project that provided several elementary school classrooms across the State with her green glove dryers. Karen used the MEO funds and 100K Ideas staff in an attempt to have the Green Glove Dryer identified on the Michigan Energy Measures Database. This allows for widespread purchase for any customer using energy restricted funds. This effort is ongoing as the request makes its way through the review process. For more info on this awesome product, [click here](#) to visit her website.

If you are interested in learning more about opportunities under our MEO grant, and seeing if your idea qualifies, schedule an intake appointment with us today!

# CLIENTS OF THE MEO GRANT



# YOUTH SCOOP

100K Ideas had some wonderful experiences with youth engagement this quarter! We were excited to host students from Lake Fenton High School and Flex Tech High School at the Ferris Wheel. We began each visit with the history of the building and provided background on what a co-working space is. Both groups were given a tour of the Ferris Wheel and the Shops on Saginaw retail space, located in the Dryden Building.

Flex Tech High was led through an activity series based on our 100K Ideas' theme of "Think, Make, and Market". They learned how to view their idea as a solution and worked backwards to identify the problem they are solving. These activities led the students to a better understanding of their semester's project, where they are exploring possible businesses for the vacant building in their hometown.

Lake Fenton High School is working on branding during their semester. As part of their visit, they heard from 100K Ideas Co-Founder, David Ollila. He disclosed the details of his entrepreneurial journey. The students participated in a lively discussion and left feeling inspired! To bring "home" the visit, 100K Ideas sent instructions on a branding activity to help as the students continue through this semester's lesson. They will later share with us their "Branding Board" and why they chose particular colors, fonts, and images. Make sure to keep a lookout for those on our Instagram!

We enjoy hosting visits to our Ferris Wheel location, feel free to share this information with an educator you may know. To schedule a student tour with 100K Ideas, [click here](#) to learn more.





## 2020 Winter Experience

This January through February, 100K Ideas hosted the first ever High School Winter Experience. This four-week program provided four local high school students the opportunity to learn about the entrepreneurial world that exists in their community. The internship exposed them to local entrepreneurs, community leaders, and industry professionals. New additions to the Experience included visits to Brush Alley Skate Shop, Shift Clothing Store, Ma Mang in the Flint Farmers' Market and new entrepreneurs to the Downtown area. To complete their program the students worked together to create a video montage of their experience, what they learned, and how they plan to utilize their experience for the future. We are so proud of our 2020 Winter Experience class and look forward to hearing about their future endeavors. We are excited for our growth in this program and are looking forward to next year's experience.

THROUGH 100K IDEAS, I GAINED MORE COMMUNICATION SKILLS TO TALK TO OTHER PEOPLE, LEARNED HOW TO USE TECHNICAL EQUIPMENT FOR THE GROUP PRESENTATION, AND LEARNED HOW TO ASSESS AN IDEA BY FILLING OUT A WELL-DETAILED BINDER. SOME OF THESE OUTCOMES ARE A LITTLE DIFFERENT THAN I THOUGHT I'D COME OUT WITH, BUT I FEEL THEY WERE WORTH LEARNING AND EXPERIENCING.

- 2020 Winter Experience Intern

# HAPPENINGS AT 100K



## Visit from Dr. Jill Biden

We had the awesome opportunity, at the beginning of March, to visit with former second lady, Dr. Jill Biden. During her stop by the Ferris Wheel, we were able to discuss entrepreneurship and the concept behind 100K Ideas. We thoroughly enjoyed this time and appreciate her willingness to learn about us and our community.

## LatinX Community Center Visit

Another event 100K Ideas hosted, was in collaboration with the LatinX Technology and Community Center. As part of the "Building an Entrepreneur" program, we spent the day facilitating multiple presentations about entrepreneurship and business. In addition, a brief tour of the Ferris Wheel and the Shops on Saginaw were also given, as well as, a small yoga session. Thank you LatinX for partnering with us and helping put on such an insightful event!



## QuickBooks Training

We had the honor of sponsoring a QuickBooks training here at the Ferris Wheel in February. The workshop went over multiple aspects of the application, specifically on using it to keep track and organize documents, data, receipts, etc. throughout the year, to make it easier during tax season. We were happy to host a useful event like this and look forward to having more in the future.



## Inaugural Report

Our Inaugural Report is now available to the public and open for viewing on our website! [Click here](#) to read and learn more about 100K Ideas and our accomplishments.

Just another day at 100K...



# PROJECT MANAGER CORNER

## Business Evolution

At 100K Ideas we break up entrepreneurship into three parts: Think, Make, and Market. However, there is a lot that goes into each part! The journey from concept to market is filled with research, multiple design iterations, and constant development of prototypes. Sometimes innovators will create an entirely new idea once they dive deep into development, and that's okay! To give you a better understanding, let's talk about Facebook.

Mark Zuckerberg's Facebook originally started as a site to rate Harvard student's photos known as Facemash. Student's photos were placed side by side and other students would decide who was 'hot' and who was 'not'. Once the site was shut down by Harvard Executives, Zuckerberg noticed the need for a virtual student directory for Harvard students so he created TheFacebook which was later opened up to other universities. Upon its release, it was known that this was not going to be the final iteration or design for this site. After years of further development, the social networking site now offers personal page customization, networking, a marketplace, messenger, advertising for businesses, money transferring, and several other functions. Facebook has even expanded their platform over the years through their acquisitions of Instagram and WhatsApp.

It's important to know all ideas evolve, shift gears, or change entirely during development. More often than not the original design or initial prototype is not the go-to-market product you see on the shelf in stores. Idea development is a learning process. So, as a final take away: Focus on the problem you're trying to solve rather than the specs of the product, it will fall into place over time.

## 100K IDEAS AT EVENTS

**OPPORTUNITY NOW:  
ENTREPRENEURSHIP SUMMIT**

**VOICES FOR CHILDREN  
CHAMPION BREAKFAST**

**UNIVERSITY OF MICHIGAN  
FLINT CAREER FAIR**

**LATINX COMMUNITY ENGAGEMENT**

**MICHIGAN STATE START UP  
WEEKEND**

**BIG BROTHERS, BIG SISTERS  
BOWL FOR KIDS' SAKE**

**STATE OF FLINT KIDS**

**MICHIGAN LAW ENFORCEMENT  
POLAR PLUNGE FOR THE SPECIAL  
OLYMPICS**

## 100K Metrics

### Idea Categories

**58.8%**  
Products

**29.2%**  
Services

**12%**  
Software

### Presented and Progress to Date

**502**  
Ideas

**350**  
Assessment

**92**  
Next Steps

100K Ideas categorizes presented ideas into three categories: products, services or 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.