

## **Pitch For \$K**

### **Idea Pitch Competition**

FLINT, Mich., June 6<sup>th</sup>, 2019 – 100K Ideas in partnership with the Flint & Genesee Chamber of Commerce will be hosting an idea pitch competition on August 1<sup>st</sup>, 2019 at 5:30pm located at The Ferris Wheel, 615 S. Saginaw Street in Flint.

Pitch For \$K is designed to foster the entrepreneur mindset in our community along with creating an inclusive support system to assist individuals in moving their idea, product or business forward. 100K Ideas, in partnership with the Flint & Genesee Chamber of Commerce, aspire to create a platform for individuals in our community to refine, explore and push their product, service or business ideas forward while acquiring startup capital, building advisor and investor networks and raising visibility of the talent that comes from our community.

This pitch competition will be the first of three held in the city of Flint this year and offers a total of \$17,500 in cash prizes per competition.

Interested individuals will submit their application to participate on the Pitch For \$K website, [www.thepitch4k.com](http://www.thepitch4k.com). A committee will narrow down the entries to seven individuals to present their pitch to a live audience and three judges during the August 1<sup>st</sup> competition. While preparing for their pitch, the participants will be paired with mentors to help them as they refine their ideas and create their presentations. On competition day, the audience will vote and narrow down the contestants from seven to three. The judges will then select who receives each prize level, with first place being \$10,000!

This initiative could not be possible without the support and funding from the Charles Stewart Mott Foundation.

“Flint is a center for innovation, and Pitch for \$K is a great way to spur entrepreneurs to bring their ideas to life,” said Ridgway White, president and CEO of the Mott Foundation. “The competition can help remove barriers that too often cause people to abandon their good ideas before they can turn them into successful businesses.”

Brandee Cooke-Brown, Director of Community Engagement for 100K Ideas, has been an integral part in spearheading this project and the engagement of the larger entrepreneurial ecosystem in our community. “Pitch For \$K is an awesome opportunity for budding entrepreneurs throughout the community to get assistance to launch their business. While the prize money will obviously be helpful, the network they will build as part of this competition will be incredibly valuable as well.”

Additionally, we are appreciative of the continued partnership with the Flint & Genesee Chamber of Commerce in getting this project off the ground. Steven Elkins, Director of Member Services, has assisted in engaging members to support the mentoring component of this event. “The Flint & Genesee Chamber of Commerce is excited to partner with 100K Ideas for this pitch competition. It's a great opportunity for our member entrepreneurs and business owners to partner with innovators and inventors looking to bring their ideas to market. This is a great example of how the Flint community comes together to both support and push one another toward success.”

#### **About 100K Ideas**

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. Learn more at [100kideas.org](http://100kideas.org).

#### **About Flint & Genesee Chamber of Commerce**

The Flint & Genesee Chamber of Commerce is the region's premier business membership organization. In addition to providing traditional services for its members, the Flint & Genesee Chamber also serves as the lead economic development agency for Genesee County, operates the area's convention and visitor's bureau, and delivers education and training programs to meet the needs of the region's growing workforce.

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